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July 3 - Dec. 25, 1954

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The Cash Box

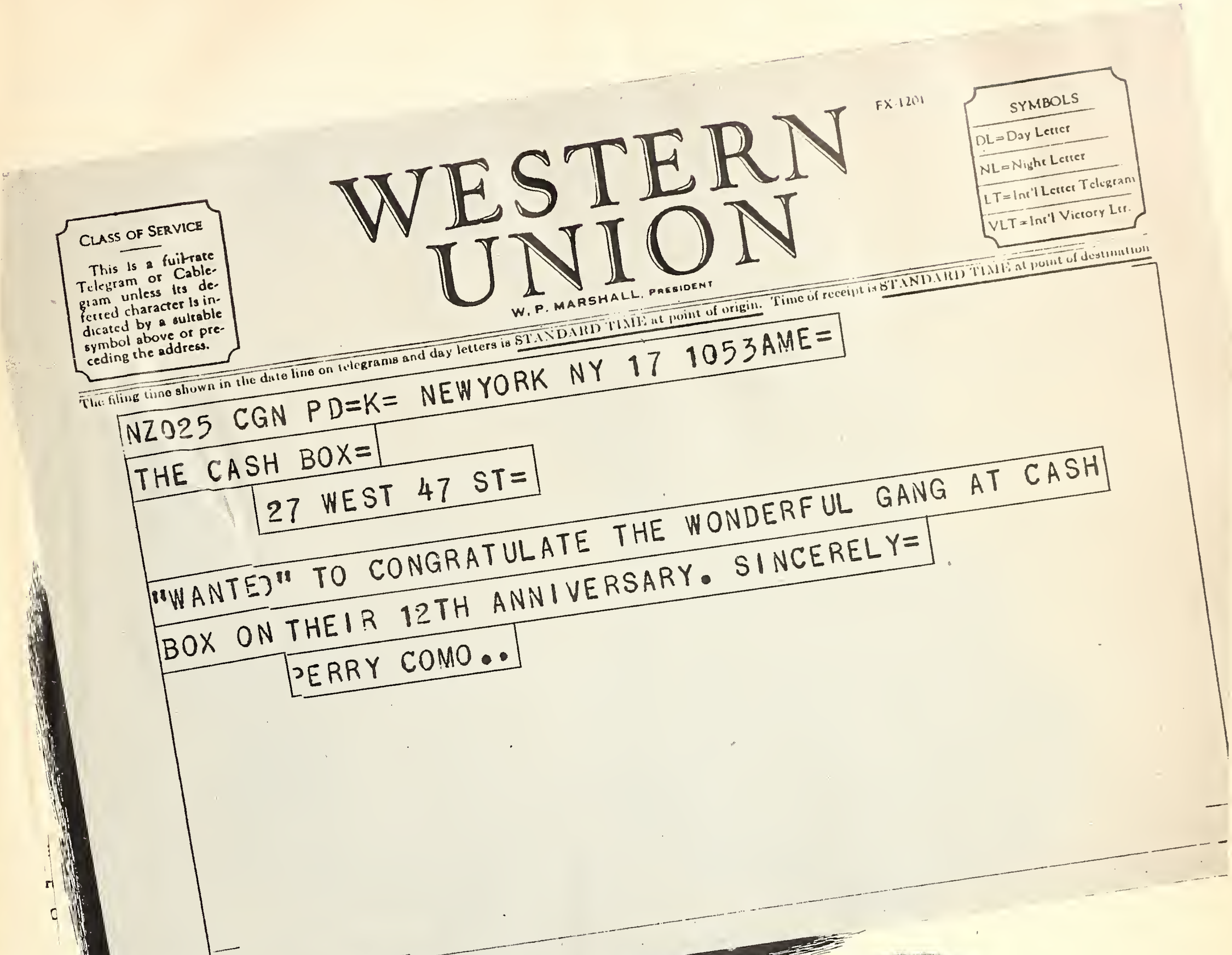
12th

Anniversary

VOLUME 15 NUMBER 41 JULY 3, 1954

Congratulations

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO, 51, ILLINOIS



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WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

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NEW YORK NY 17 1053AME=
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THE CASH BOX=
27 WEST 47 ST=

"WANTED" TO CONGRATULATE THE WONDERFUL GANG AT CASH BOX ON THEIR 12TH ANNIVERSARY. SINCERELY=
PERRY COMO..

THERE NEVER WAS A NIGHT SO BEAUTIFUL

acked with

HIT AND RUN AFFAIR

RCA Victo Records

Direction
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS
DON

Thank You... Thank You very much...

Kitty Kallen

DECCA RECORDS

Voted by Nation's DJ's
"Most Promising Up & Coming
Female Vocalist"
in The Cash Box Annual Poll

"It's Wh n THE CASH BOX That Counts"

The Cash Box

FOUNDED BY BILL GERSH

July 3, 1954
Volume XV Number 41
(12th Anniversary Issue)

Publishers
BILL GERSH JOE ORLECK

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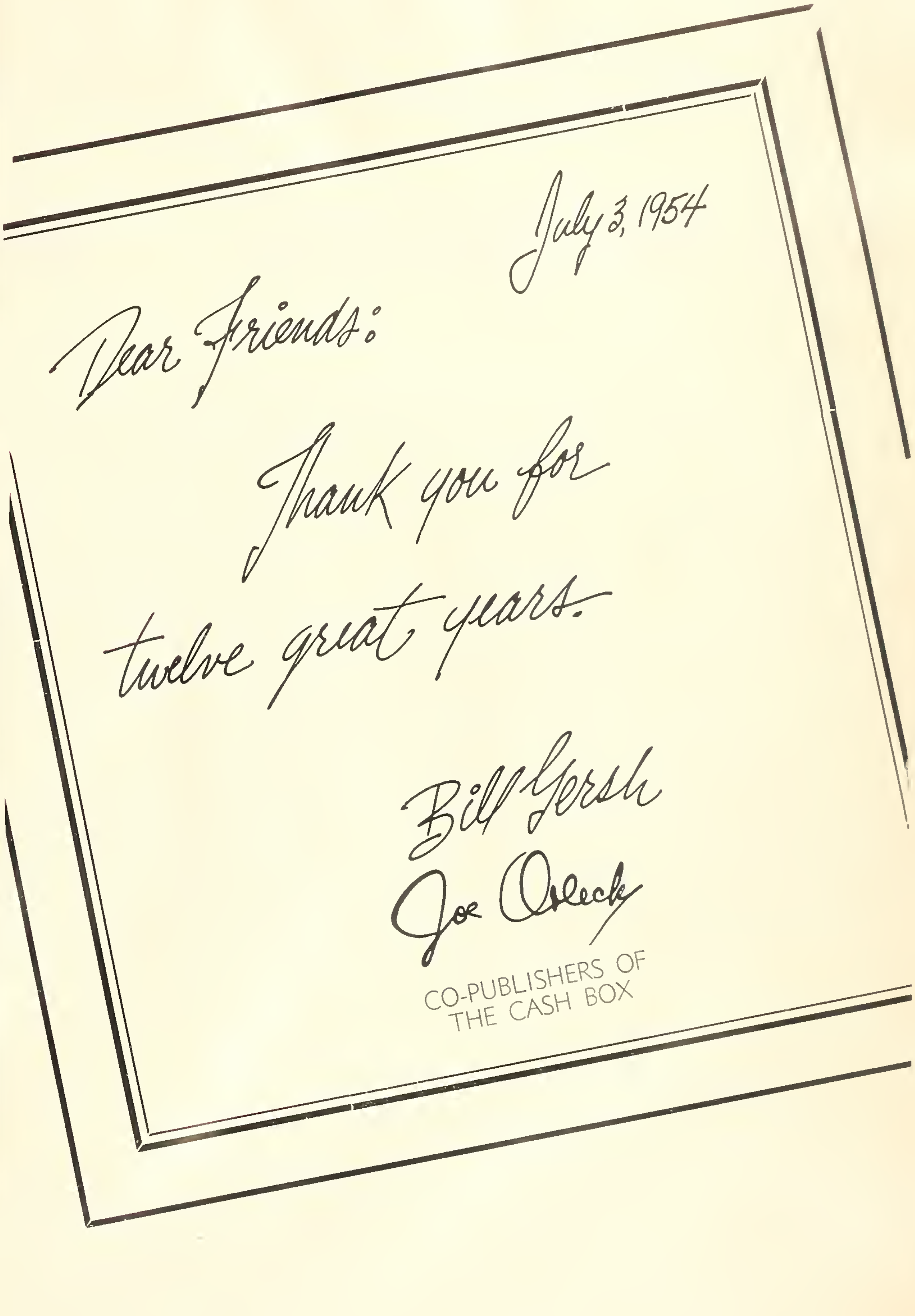


July 3, 1954

Dear Friends:

Thank you for twelve great years.

Bill Gersh
Joe Orleck

CO-PUBLISHERS OF
THE CASH BOX

How Do Records

Through the Juke Box Operator

Through the Disk Jockey

There are four ways by which records are introduced to the public. Each is important in itself and all are so completely inter-related that it is difficult to think of the record business—particularly the sales end of it—without any one of these factors.

First there is the juke box operator.

The juke box operator, as everyone in the business knows, is the largest single purchaser of records we have today. He buys approximately 25% of the entire pop output to keep the 550,000 juke boxes in this country filled. And with the capacity of phonographs increasing steadily to the point where they now contain anywhere from 80 to 120 sides, it seems likely that in the near future, the 25% mark may be increased.

But the juke boxes of this nation act as more than just the largest source of purchased records, they act as a showcase from which potential buyers first learn of the records they want. When a juke box is playing, everyone in the location must hear the song. Records are played that some customers might never have put their coins in to hear and as a result they may be hearing disks for the first time. Or it may dawn on them after hearing a record several times that they like it and want it for their own collection. The number of sales that are made in this manner are immeasurable, but it goes without saying that they must make up a considerable portion of all the records sold in this country.

Perhaps the most important function which the juke box industry plays in relation to the record industry is that of the basic stabilizer. Juke boxes put a base under record sales below which they cannot fall. In good time or bad, operators must keep their juke boxes filled—and they must be filled with the latest records, the records customers want to hear. There is no such thing as a slump in sales to operators. They must continually buy even at a time when no one else may be buying.

The juke box operator therefore plays three important roles in the record business. First he purchases at least 25% of all the pop records manufactured. Second his machines act as a showcase for exposing records to the public. And third he stabilizes the record business by practically guaranteeing it a fixed number of sales.

The second factor in the exposure of records to the public is the disk jockey.

The disk jockey is a phenomenon of the last decade. True there were one or two disk jockeys as long ago as the early thirties, but actually the great majority of disk jockey shows did not get started until the middle forties. And then suddenly they skyrocketed.

Disk jockey shows grew as fast as they did for many reasons. First there was the economic aspect. From a radio station's point of view a disk jockey show is ideal in that it can fill a large segment of time entertainingly at a minimum cost. A disk jockey can conduct a show alone. He needs very little help. Thus there

Reach the Public?

Through the Distributor

Through the Retailer

is a saving on personnel. The only material he needs is records which cost comparatively little to buy. It's easy to see then that a disk jockey show is one of the most economical that a station can put on.

But what makes it so ideal is that in spite of the fact that it is economical, it makes for great entertainment. Basically a disk jockey sells music. And the audience for such entertainment has proven itself to be huge.

In the trade, disk jockeys began to take on immense importance when it was demonstrated that in many instances the constant play of a particular disk jockey in a particular city could establish a nation-wide hit. This placed new emphasis on them. It highlighted the necessity for disk jockey exposure and made the disk jockey himself one of the most important factors in the record business.

Next comes the distributor.

It is upon the distributor of records that the faring of a record in his area largely depends. A distributor has tremendous power in his hands. He can make a hit of a bad record. He can neglect a good record which might otherwise be a hit. And he can do these things by the amount of energy, enthusiasm, intelligence and good will which he puts into any single project.

Distributors are the point of contact between the record manufacturer and the rest of the business. It is they who get disks to the juke box operator, disk jockey, retailer, one-stop store. It is they who do the main promotion in their locality. It is they who go all out and make a disk in one area when it doesn't happen in another area.

It is impossible to overemphasize the importance of distributors in the making of hit records.

The retailer is the fourth member in the group responsible for getting records to the public. From stores throughout the nation, the customer buys the approximately 200,000,000 records which were sold last year. He goes there after hearing a record on the juke box or his favorite disk jockey show. And while he's there, he very often buys records which he had never heard of before and which in all probability he never knew existed.

The retailer is vital to the record business in that it is he who does the actual selling to the public. And it is he who, in his personal contact with the public, can influence it in its purchases. His plus selling adds to record consumption. A lack of it on his part and many purchases can be missed.

These, therefore, are the factors through which records are sold to the public. There's the juke box operator, the disk jockey, the distributor and the retailer. Each one plays his own role—and each is an important role. With all cooperating and working together, the record business can reach heights which even the greatest optimist in the industry may not yet conceive.

POP WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"SECRET LOVE"
★
DORIS DAY
★
COLUMBIA
★
REMICK MUSIC

MOST PROGRAMMED MALE VOCALIST

EDDIE FISHER — PERRY COMO
★ ★
RCA VICTOR RCA VICTOR
(TIE)

MOST PROGRAMMED FEMALE VOCALIST

PATTI PAGE
★
MERCURY

MOST PROGRAMMED VOCAL GROUP

FOUR ACES — HILLTOPPERS
★ ★
DECCA DOT
(TIE)

SMALL INSTRUMENTAL GROUP

LES PAUL & MARY FORD
★
CAPITOL

MOST PROGRAMMED ORCHESTRA

RAY ANTHONY
★
CAPITOL

UP AND COMING MALE VOCALIST

LOU MONTE
★
RCA VICTOR

UP AND COMING FEMALE VOCALIST

KITTY KALLEN
★
DECCA

UP AND COMING ORCHESTRA

LES ELGART
★
COLUMBIA

UP AND COMING VOCAL GROUP

FOUR KNIGHTS
★
CAPITOL

Dear Cashbox
Happy Birthday!
Thank you for the "Crown"
you've been so good to me!
My Love
Joni

Record Manufacturers

A-440
11 East 36th St.
New York 16, N. Y.

ABBOTT
6636 Hollywood Blvd.
Hollywood, Calif.

ACADEMY
3040 Tulare St.
Fresno, Calif.

AC'CENT
6608 S. Gretna
Whittier, Calif.

ALADDIN
451 N. Canon Drive
Beverly Hills, Calif.

ALLIED
5655 Wilshire Blvd.
Los Angeles, Calif.

ALMA
4705 Elmwood Ave.
Los Angeles 4, Calif.

AMBASSADOR
1819 West Pico Blvd.
Los Angeles, Calif.

ANCHOR
268—15th Ave.
Newark, N. J.

APOLLO
457 West 45th St.
New York, N. Y.

ARAGON
615 Hastings St., W.
Vancouver, B. C., Canada

ARTIST
1563 N. Argyle Ave.
Hollywood 28, Calif.

ATLANTIC
234 West 56th St.
New York, N. Y.

ATLAS
271 W. 125th St.
New York, N. Y.

AUDIVOX
140 West 57th St.
New York, N. Y.

AVALON
156 W. 44th St.
New York, N. Y.

AZALEA CITY
1514 S. Washington St.
Mobile, Ala.

B. B. S.
200 S. Juniper St.
Philadelphia, Pa.

BARTOK RECORDS
630 Fifth Ave.
New York, N. Y.

BELLE
Box 485
Derry, Pa.

BENIDA
107 West 43rd St.
New York 36, N. Y.

BETHLEHEM
1650 Broadway
New York, N. Y.

BLACKSTONE
53-25 187th St.
Flushing, N. Y.

BLUE NOTE
767 Lexington Ave.
New York 21, N. Y.

BRUCE
1650 Broadway
New York, N. Y.

BRUNSWICK
756 Seventh Ave.
New York, N. Y.

BULLET
421 Broad St.
Nashville, Tenn.

CADENCE
40 East 49th St.
New York, N. Y.

CAMM
234 Paterson Ave.
E. Rutherford, N. J.

CAPITOL
1730 Broadway
New York, N. Y.

CARDINAL
1221 Baltimore Ave.
Kansas City, Mo.

CAT
234 West 56th St.
New York, N. Y.

CENTURY
6118 Selma Ave.
Hollywood 28, Calif.

CHANCE
1151 East 47th St.
Chicago, Ill.

CHECKER
4750 Cottage Grove Ave.
Chicago, Ill.

CHESS
4750 Cottage Grove Ave.
Chicago, Ill.

CHILDREN'S RECORD GUILD
27 Thompson St.
New York 13, N. Y.

CLASSIC EDITIONS
206 West 80th St.
New York, N. Y.

CLEF
451 N. Canon Dr.
Beverly Hills, Calif.

COLUMBIA
799 Seventh Ave.
New York, N. Y.

COMBO
1107 El Centro
Hollywood 28, Calif.

CONTEMPORARY
8481 Melrose Place
Los Angeles 46, Calif.

CORAL
50 W. 57th St.
New York. N. Y.

CROWN
9317 W. Washington Blvd.
Culver City, Calif.

CRYSTAL
2356 Dorris Place
Los Angeles 31, Calif.

D. C. RECORDS
4021 Ninth St., N. W.
Washington 12, D. C.

DANA
315 West 47th St.
New York, N. Y.

DAWN
36 West 60th St.
New York, N. Y.

DECCA
50 West 57th St.
New York, N. Y.

DELUXE
1540 Brewster Ave.
Cincinnati 7, Ohio

DEMO
1415 N. 21st St.
Milwaukee 5, Wis.

DESTINY
4532 Orchard Ave.
Los Angeles 37, Calif.

DERBY
520 W. 50th St.
New York 19, N. Y.

DIAL
520 West 50th St.
New York 19, N. Y.

DOME
908 Diamond Park
Meadville, Pa.

DOOTONE
9514 S. Central Ave.
Los Angeles 2, Calif.

DOT
Gallatin, Tenn.

DUKE
2809 Erastus St.
Houston 26, Texas

ELEKTRA
361 Bleecker St.
New York, N. Y.

EMARCY
35 E. Wacker Drive
Chicago, Illinois

EMERALD
1619 Broadway
New York, N. Y.

EPIC
799 Seventh Ave.
New York, N. Y.

ESOTERIC
238 E. 26th St.
New York, N. Y.

ESSEX
3208-16 So. 84th St.
Philadelphia, Pa.

EUREKA
6223 Selma Ave.
Hollywood 28, Calif.

EXCELLO
177 3rd Ave. No.
Nashville, Tenn.

FABOR
6636 Hollywood Blvd.
Hollywood, Calif.

FANTASY
654 Natoma St.
San Francisco, Calif.

FEDERAL
1540 Brewster Ave.
Cincinnati 7, Ohio

FESTIVAL
126 Mt. Vernon St.
Boston, Mass.

FIESTA
1619 Broadway
New York, N. Y.

FLAIR
9317 W. Washington Blvd.
Culver City, Calif.

FOLK DANCER
Box 201
Flushing, L. I., N. Y.

FORTUNE
11629 Linwood Ave.
Detroit 6, Mich.

FOUR STAR
305 S. Fair Oaks Ave.
Pasadena, Calif.

GATEWAY
3930 Grove Ave.
Cincinnati 23, Ohio

GEE
220 West 42nd St.
New York, N. Y.

GOLDEN
630 Fifth Ave.
New York, N. Y.

GOOD TIME JAZZ
8481 Melrose Place
Los Angeles 46, Calif.

GOTHAM
1626-32 Federal St.
Philadelphia 46, Pa.

GROOVE
155 East 24th St.
New York, N. Y.

GUYDEN
1334 Lincoln-Liberty Bldg.
Philadelphia 7, Pa.

HERALD
236 West 55th St.
New York, N. Y.

HICKORY
2510 Franklin Road
Nashville, Tenn.

HOLLYWOOD
2528 W. Pico Blvd.
Los Angeles 6, Calif.

IMPERIAL
6425 Hollywood Blvd.
Los Angeles 28, Calif.

INTRO
451 N. Canon Drive
Beverly Hills, Calif.

JAGUAR
1650 Broadway
New York, N. Y.

JAY-DEE
1619 Broadway
New York, N. Y.

JAZZOLOGY
20 Scotland Road
Elizabeth, N. J.

J. O. B.
1121 West 59th St.
Chicago 21, Ill.

JOCO
406 S. Division St.
Northfield, Minn.

JOZIE
315 W. 47th St.
New York, N. Y.

JUBILEE
315 W. 47th St.
New York, N. Y.

KEM
1107 N. El Centro
Hollywood 38, Calif.

KING
1540 Brewster Ave.
Cincinnati 7, Ohio

KISMET
227 East 14th St.
New York, N. Y.

LAMP
451 N. Canon Drive
Beverly Hills, Calif.

LATIN AMERICAN
15319 Vaughan
Detroit 23, Mich.

LLOYDS
457 West 45th St.
New York, N. Y.

LONDON RECORDS
539 W. 25th St.
New York 10, N. Y.

LUCKY
1929 Whitley Ave.
Hollywood 28, Calif.

LUNA
400 East 105th St.
New York 29, N. Y.

MARILU
225 West 68th St.
New York, N. Y.

MARS
151 West 46th St.
New York, N. Y.

MERCURY
35 E. Wacker Drive
Chicago, Ill.

METEOR
1794 Chelsea Ave.
Memphis, Tenn.

M-G-M
701 Seventh Ave.
New York, N. Y.

MILLION $
5822 Avalon Blvd.
Los Angeles, Calif.

MODERN
9317 W. Washington Blvd.
Culver City, Calif.

MONARCH
100 N. Wood Ave.
Linden, N. J.

MOOD
74 Prospect St.
Cambridge, Mass.

NASHBORO
177 3rd Ave. No.
Nashville, Tenn.

NOCTURNE
402 North Ave.
New Rochelle, N. Y.

NORGRAN
451 N. Canon Dr.
Beverly Hills, Calif.

ODE
Box 487
Hollywood 28, Calif.

OKEH
799 Seventh Ave.
New York, N. Y.

OLD TIMER
3703 N. Seventh St.
Phoenix, Arizona

ORFEO
451 N. Canon Drive
Beverly Hills, Calif.

ORIGINAL
110 Bergen Pike
Little Ferry, N. J.

OROCO
1614 N. Argyle
Hollywood, 28, Calif.

OXFORD
20 E. Delaware Pl.
Chicago 8, Ill.

PACIFIC JAZZ
6124 Santa Monica Blvd.
Hollywood 38, Calif.

PALACE
6636 Hollywood Blvd.
Hollywood, Calif.

PALDA
3208-16 So. 84th St.
Philadelphia, Pa.

PARROT
4307 So. Parkway
Chicago, Ill.

PEACOCK
2809 Erastus St.
Houston, Tex.

PEARL
Box 229
Covington, Ky.

PELICAN
3319 Plank Rd.
Baton Rouge, La.

PERIOD MUSIC CO.
884 Tenth Ave.
New York 19, N. Y.

PERSPECTIVE
550 Fifth Ave.
New York, N. Y.

PHOENIX
Box 643
Hollywood 28, Calif.

PIC
35 West 53rd St.
New York, N. Y.

POLKALAND
1210 No. 8th St.
Sheboygan, Wis.

POLYMUSIC
204 East 46th St.
New York, N. Y.

PRESTIGE
446 W. 50th St
New York, N. Y.

PROGRESSIVE
25 Spruce St
Jersey City, N. J.

QUALITY
380 Birchmont Rd.
Toronto, Ont., Canada

RCA VICTOR
630 Fifth Ave.
New York, N. Y.

RAINBOW
767 Tenth Ave.
New York, N. Y.

RAMA
220 W. 42nd St.
New York, N. Y.

RECORD GUILD OF AMERICA
16 West 40th St.
New York, N. Y.

RECORDED IN HOLLYWOOD
4822 S. Avalon Blvd.
Los Angeles, Calif.

RED ROBIN
301 West 125th St.
New York, N. Y.

REGENT
58 Market St.
Newark, N. J.

REMINGTON
551 Fifth Ave.
New York, N. Y.

REPUBLIC
535 4th Ave. So.
Nashville, Tenn.

REQUEST
331 Madison Ave.
New York, N. Y.

RIVERSIDE
418 W. 49th St.
New York, N. Y.

ROCKIN'
1540 Brewster Ave.
Cincinnati 7, Ohio

RONDO
220 Locust St.
Chicago, Ill.

RPM
9317 W. Washington Blvd.
Culver City, Calif.

S & G
6359 Selma Ave.
Hollywood 28, Calif.

SABRE
1225 E. 47th St.
Chicago 15, Ill.

SAVOY
58 Market St.
Newark, N. J.

SCORE
451 N. Canon Drive
Beverly Hills, Calif.

SEECO
39 West 60th St.
New York, N. Y.

7—11
451 N. Canon Drive
Beverly Hills, Calif.

SHERATON
246 Huntington Ave.
Boston, Mass.

SHO-ME
Eldon, Missouri

SHOW TIME
143 West 54th St.
Los Angeles 37, Calif.

SKYLARK
618 N. Beechwood Drive
Hollywood, Calif.

SPECIALTY
8508 Sunset Blvd.
Hollywood, Calif.

STARDAY
Box 1689
Beaumont, Tex.

STATES
5052 Cottage Grove Ave.
Chicago 15, Ill.

STORYVILLE
255 Huntington Ave.
Boston 16, Mass.

STRADIVARI
79 Buff Road
Tenafly, N. J.

SUN
706 Union Ave.
Memphis, Tenn.

SWINGTIME
3427 S. San Pedro St.
Los Angeles, Calif.

TEMPO
8540 Sunset Blvd.
Hollywood 46, Calif.

TENNESSEE
415 Ash St.
Nashville 10, Tenn.

TICO
220 W. 42nd St.
New York, N. Y.

TIFFANY
332 S. Michigan Ave.
Chicago, Ill.

TIMELY
457 West 45th St.
New York, N. Y.

TNT
1314 N. Brazos St.
San Antonio, Tex.

TREND
650 N. Sepulveda
Los Angeles, Calif.

TRUMPET
309 No. Farish
Jackson, Miss.

TUXEDO
132 Nassau St.
New York, N. Y.

20th CENTURY
1626-32 Federal St.
Philadelphia 46, Pa.

UNITED
5052 Cottage Grove Ave.
Chicago 15, Ill.

URANIA
40 E. 19th St.
New York, N. Y.

VALLEY
Box 10033 Kingston Pike
Knoxville, Tenn.

VEE-JAY
412 E. 47th St.
Chicago 15, Ill.

VERNON
Danbury, Conn.

VIENNOLA
2060 First Ave.
New York 29, N. Y.

VITO
8853 Sunset Blvd.
Hollywood 46, Calif.

VOX
236 West 55th St.
New York, N. Y.

WALDEN
342 Madison Ave.
New York, N. Y.

WALLIS ORIGINAL
100 N. Wood Ave.
Linden, N. J.

WESTMINISTER
275 Seventh Ave.
New York 1, N. Y.

WINDSOR
5528 N. Rosemead Blvd.
Temple City, Calif.

"X"
155 East 24th St.
New York 10, N. Y.

YOUNG PEOPLES'
100 Sixth Ave.
New York, N. Y.

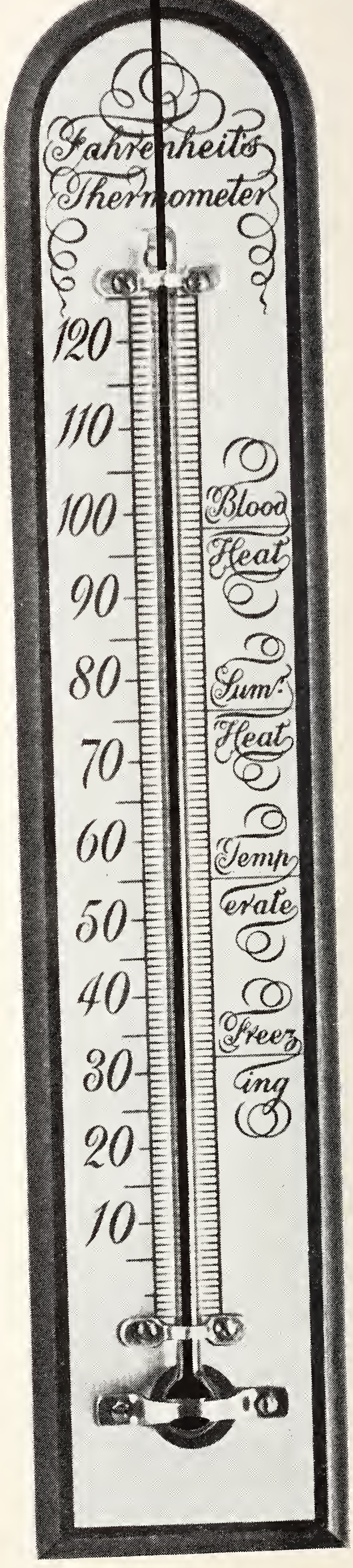
ZODIAC
501 Madison Ave.
New York, N. Y.

Thanks
Patti

IT'S GONNA BE A ~~HOT~~ HIT SUMMER

with these sizzling

RCA VICTOR RECORDS



Eddie Fisher
My Friend
Green Years
20/47-5748

Perry Como
Hit and Run Affair
There Never Was a Night So Beautiful
20/47-5749

The Ames Brothers
Leave It To Your Heart
Let's Walk and Talk
20/47-5764

Hugo Winterhalter and a Friend
The Little Shoemaker
The Magic Tango
20/47-5769

Vaughn Monroe
They Were Doin' the Mambo
Mister Sandman
20/47-5767

Sunny Gale
Goodnight, Sweetheart, Goodnight
Call Off the Wedding
20/47-5746

Eartha Kitt
Mink Shmink
Easy Does It
20/47-5756

Tony Martin
Boulevard of Nightingales
Angels in the Sky
20/47-5757

Lou Monte
Vera's Veranda
Chain Reaction
20/47-5778

The Three Suns
Crazy Legs
Moonlight and Roses
20/47-5768

Leo Diamond
China Nights (Shina No Yoru)
Hold On To Your Dreams
20/47-5765

June Valli
I Understand
Love, Tears and Kisses
20/47-5740

RCA VICTOR
FIRST IN RECORDED MUSIC

RCA ®
HIS MASTER'S VOICE

"New Orthophonic" High Fidelity recordings

THE NATION'S TOP TEN

PLUS THE NEXT 25

JUKE BOX TUNES

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To *The Cash Box* By Leading Music Operators Throughout The Country.

THE CASH BOX

CODE

AB—Abbott
AL—Aladdin
AM—Ambassador
AP—Apollo
AT—Atlantic
BA—Barbour
BE—Bell
BR—Brunswick
BT—Bethlehem
BU—Bullet
CA—Capitol
CD—Cadence
CH—Chess
CK—Checker
CO—Columbia
CR—Coral
CY—Crystalette
DA—Dana
DE—Decca
DO—Dot
DU—Duke
DY—Derby
EP—Epic
ES—Essex
FE—Federal
FI—Fiesta
4 Star—Four Star
IM—Imperial
IN—Intro
JD—Jay Dee
JU—Jubilee
KI—King
LO—London
MA—Mars
MD—Mood
ME—Mercury
MG—MGM
MO—Modern
PA—Parrot
PC—Peacock Pro.
PE—Peacock
PR—Prestige
RA—Rainbow
RE—Regent
RH—Recorded in Hollywood
RM—Rama
SA—Savoy
SIT—Sittin' In
SP—Specialty
SW—Swingtime
TE—Tempo
TF—Tiffany
TI—Tico
TN—Tennessee
TR—Trend
UN—United
VA—Valley
VI—RCA Victor
ZO—Zodiac

Pos. Last Week

1 LITTLE THINGS MEAN A LOT — 1

KITTY KALLEN

BE-1046 (45-1046)—Helen Forrest
CR-61180 (9-61180)—Dick Jacobs O.
DE-29037 (9-29037)—Kitty Kallen

2 THREE COINS IN THE FOUNTAIN — 2

FOUR ACES

BE-1044 (45-1044)—Tommy & Jimmy Dorsey
CA-2816 (F-2816)—Frank Sinatra
CD-1240 (45-1240)—Julius La Rosa
CO-40225 (4-40225)—Toni Arden
DE-29123 (9-29123)—Four Aces
MG-11724 (K-11724)—Marti Stevens
VI-20-5755 (47-5755)—Dinah Shore

3 HERNANDO'S HIDEAWAY — 6

ARCHIE BLEYER

BE-1047 (45-1047)—"Sam"
DE-29173 (9-29173)—Guy Lombardo
CD-1241 (45-1241)—Archie Bleyer
CO-40224 (4-40224)—Johnnie Ray
EP-9049 (4-9049)—Dolores Hawkins
ME-70387 (70387x45)—Richard Hayman
VI-20-5759 (47-5759)—Tito Rodriguez

4 THE HAPPY WANDERER — 5

FRANK WEIR — HENRI RENE

BE-1045 (45-1045)—Bob Crosby
CA-2788 (F-2788)—Tommy Leonetti
CD-1238 (45-1238)—Alfred Drake
DE-29128 (9-29128)—Louis Prima
LO-1448 (45-1448)—Frank Weir O.
VI-20-5715 (47-5715)—Henri Rene O.

5 WANTED — 3

PERRY COMO

BE-1041 (45-1041)—Dorsey Bros.
VI-20-5647 (47-5647)—Perry Como

6 IF YOU LOVE ME — 7

KAY STARR — VERA LYNN

BE-1046 (45-1046)—Helen Forrest
CA-2769 (F-2769)—Kay Starr
CO-40149 (4-40149)—Marion Marlowe
DE-29144 (9-29144)—Bing Crosby
LO-1412 (45-1412)—Vera Lynn
MG-11667 (K-11667)—Shirley Harmer
VI-20-5580 (47-5580)—Jan Peerce

7 YOUNG AT HEART — 4

FRANK SINATRA

BE-1030 (45-1030)—Charlie De Forrest
CA-2703 (F-2703)—Frank Sinatra
CA-2802 (F-2802)—Billy May O.
DE-29054 (9-29054)—Crosby & Lombardo
EP-9035 (4-9035)—Tony De Simone
VI-20-5735 (47-5735)—Tony Martinez Quint.

8 I UNDERSTAND JUST HOW YOU FEEL — —

FOUR TUNES — JUNE VALLI

JU-5132 (45-5132)—Four Tunes
VI-20-5740 (47-5740)—June Valli

9 I GET SO LONELY — 8

FOUR KNIGHTS

BE-1031 (45-1031)—Anne Lloyd
CA-2654 (F-2654)—Four Knights
CO-40221 (4-40221)—Ken Griffin
DE-29054 (9-29054)—Crosby & Lombardo
VI-20-5681 (47-5681)—Johnnie & Jack

10 CROSS OVER THE BRIDGE — 9

PATTI PAGE

BE-1031 (45-1031)—Betty Johnson
ME-70302 (70302x45)—Patti Page

11) HERE. 12) ISLE OF CAPRI. 13) WEDDING BELLS. 14) CRAZY 'BOUT YOU, BABY. 15) MY FRIEND. 16) GREEN YEARS. 17) ANSWER ME, MY LOVE. 18) THE MAN UPSTAIRS. 19) STEAM HEAT. 20) THE MAN WITH THE BANJO. 21) GOODNIGHT SWEETHEART, GOODNIGHT. 22) JOEY. 23) THANK YOU FOR CALLING. 24) SOME DAY. 25) THERE NEVER WAS A NIGHT SO BEAUTIFUL. 26) A GIRL, A GIRL. 27) IN A GARDEN OF ROSES. 28) HIT AND RUN AFFAIR. 29) THE LITTLE SHOEMAKER. 30) JILTED. 31) SWEETHEART. 32) MAKE LOVE TO ME. 33) GILLY GILLY OSSENFEFFER. 34) SKINNIE MINNIE. 35) MAKE HER MINE.

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VARIETY
Best Bets
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SLEEPER OF THE WEEK

Mitzi Mason
sings
"WHO CAN SAY?" and "SO MUCH MORE"

MGM 11760 (78 rpm); K-11760 (45 rpm)

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

RECORD REVIEWS

A DISK & SLEEPER
B+ EXCELLENT
B VERY GOOD
C+ GOOD
C FAIR
D MEDIOCRE

VIC SCHOEN ORCHESTRA
(Decca 29178; 9-29178)

B+ "SEPTEMBER IN THE RAIN" (2:17) [Remick ASCAP—Warren, Dubin] Against an attractive Vic Schoen instrumentation, the Notables dish up a great vocal arrangement of a top grade standard. Polished job.

C+ "TOO MUCH TEQUILLA" (2:06) [Raphael ASCAP—Schoen, Fine] The strings of the Schoen crew dance through a light instrumental novelty with a catchy beat and a colorful melody.

FRANCES FAYE
(Capitol 2842; F-2842)

B+ "MAD ABOUT THE BOY" (2:09) [Chappell ASCAP — Coward] Frances Faye, one of the most dynamic after hours entertainers, shows her colors on this fabulous styling of a great standard. Real moving job. Great pianistics too.

B "SUMMERTIME" (2:47) [Gershwin ASCAP — Gershwin, Heyward] Dave Cavanaugh's boys again support the thrush on this rhythm interpretation of one of the all time great oldies. Sensational job.

JEFF CHANDLER
(Decca 29175; 9-29175)

B "THAT' ALL SHE'S WAITING TO HEAR" (2:49) [Chandler ASCAP—Chandler, Lava] Movie star Jeff Chandler, who made a strong showing with his first recording, caresses the lyrics of this romantic ballad in fine form.

B "LAMPLIGHT" (2:45) [Chappell ASCAP—Shelton] The crooner does a polished job on a beautiful oldie. Tune has enough good qualities to make a comeback.

FRAN WARREN
(MGM 11769; K-11769)

C+ "THE MAN THAT GOT AWAY" (2:59) [Harwin ASCAP—Arlen, Gershwin] From the soon to be released flick "A Star Is Born" comes this tune dramatically delivered by Fran Warren. Good material, but kind of heavy for wax.

B "LOVE ME, LOVE" (2:26) [Reis ASCAP—Wolfe, Lee] Neal Hefti sets up another fitting backing for Fran's styling of terrific ryhthm item. Exciting arrangement that could catch on. Different. Good tune.

TITO RIVERA ORCHESTRA
(Tico 218; 45-218)

B+ "BEGIN THE BEGUINE" [—Porter] Tito Rivera bows on the Tico label with a real commercial mambo arrangement of one of the all time greats in Latin-American music. Rocking beat that'll appeal to both the mambo followers and the pop market.

B "LULLABY OF BROADWAY" [—Dubin, Warren] More solid sharp beat mambo matter is belted out by the boys as they fashion another oldie. Great dance stuff. Great juke box material too.

THE CASH BOX DISK OF THE WEEK

"HOW BLUE?" (2:39)
[Emperor BMI—Sweeney, Charlap]

"WHY DO I KEEP LOVIN' YOU" (2:24)
[Sheridan BMI—Saxe, Beifield]

MILLS BROTHERS
(Decca 29185; 9-29185)

MILLS BROTHERS

● Steady record sellers and hit makers through the years, the Mills Brothers dish up a new novelty in super-commercial fashion that we can expect to be hearing day in and day out. In the same manner that "Glow Worm" was treated, new lyrics have been added to the popular "Blue Danube Waltz" and the tune has been re-titled "How Blue?" The number jumps in a fashion that labels it a hit. Clever idea with a melody that everyone and his uncle knows. Flip "Why Do I Keep Lovin' You" is another rhythm piece of material that the Mills men wend their way through with ease and polish. We go for the upper lid in a big way.

"HOLD MY HAND"
[Fred Raphael ASCAP—Lawrence, Myers]

"I'M BLESSED"
[Vim ASCAP—Reid, Altman]

DON CORNELL
(Coral 61206; 9-61206)

DON CORNELL

● Don Cornell comes through with a brand new platter that ranks as one of his best in quite a while. On one end, the crooner glides through a beautiful new romantic ballad "Hold My Hand" from the forthcoming motion picture "Susan Slept Here." It's a warm and melodic love song that has a delightful lilt to it. Tune and lyrics are perfectly wed for what we think could be a real big smash. Supplying the sumptuous string background is the orchestra under the direction of Jerry Carr. On the bottom portion, Don gives his all to another tender ballad dubbed "I'm Blessed." Convincing presentation of a great new song. Both ends rank as hit contenders. Don is at his best.

THE CASH BOX BEST BETS

In the opinion of The Cash Box music staff, records listed below, In addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

★ "MAD ABOUT THE BOY"	Frances Faye	Capitol 2842; F-2842
★ "SEPTEMBER IN THE RAIN"	Vic Schoen	MGM 11772; K-11772
★ "BEGIN THE BEGUINE"	Tito Rivera	Tico 218; 45-218
★ "TASTY LIPS"	Nocturnes	MGM 11762; K 11762

STANLEY BLACK
(London 1413; 45-1413)

B "PLAY A SIMPLE MELODY" (2:23) [Berlin ASCAP—Berlin] A delightful Berlin oldie gets a lush string arrangement from Stanley Black's orchestra. Great instrumental novelty on the lighthearted side.

C+ "SAY IT ISN'T SO" (3:20) [Berlin ASCAP — Berlin] Another great Berlin standard is lushly offered here. Both decks were taken out of Black's "Irving Berlin Suite" album. Tops for quiet locations.

PETER KNIGHT SINGERS
(London 1474; 45-1474)

C+ "CHIQUI-CHAQUI" (2:04) [Mellin BMI—Skylar, Arlas] A samba beat is the tempo for this cute novelty tune given a solid delivery by the thrilling harmony of the Peter Knight Singers. Full and resounding.

C+ "WHISPERS IN THE DARK" (2:30) [Famous ASCAP—Robin, Hollander] The group wends its way through a plush, dreamy reading of a pleasing romantic standard.

BUDDY MORROW ORCHESTRA
(RCA Victor 20-5780; 47-5780)

C+ "THE BIG DIP" (2:45) [Leeds ASCAP — Hoffman, MacDonald] Buddy Morrow and his men send out some good rhythm jump material that the teen agers will love. Boy and girl handle the vocal chores.

C+ "SUPPERTIME" (3:25) [Berlin ASCAP — Berlin] Betty Anne Steele is in the vocal limelight on this Morrow treatment of an Irving Berlin tune. Thrush has a sultry voice.

JACKIE PARIS
(Coral 61201; 9-61201)

B "I KNOW WHY" (2:56) [Feist ASCAP—Warren, Gordon] Jackie Paris pipes a potent money earner as he cruises through a tender oldie featured in "The Glenn Miller Story." Feelingful job.

C+ "OPUS ONE" [Embassy BMI—Oliver, Garis] One of the great old instrumental jumps of some years back, is treated to a vocal styling by Jackie. Good rhythm material.

EARL BACKUS
(Epic 9057; 4-9057)

C+ "BABY-O, BABY-O" (2:05 [Robbins ASCAP—Stillman, J. Dorsey, Camarata, Van Eps] Ace guitarist Earl Backus shows his mastery of the instrument on a rhythm novelty with a catchy theme.

C "TWILIGHT ON THE TRAIL" (2:44) [Famous ASCAP — Mitchell, Alter] The Jack Halloran Singers join the artist on this lovely tune.

THE NATION'S BEST SELLING RECORDS ON ·Dot···

THE HILLTOPPERS

Sweetheart

The Old Cabaret

15201

JAN GARBER

Doll Dance

Love Tales

15202

THE FONTANE SISTERS

Happy Days & Lonely Nights

If I Didn't Have You

15171

JIMMY NEWMAN

Cry Cry Darlin'

You Didn't Have To Go

1195

JOHNNY MADDOX

Peg O' My Heart

Teddy Bear Blues

15169

MAC WISEMAN

I Saw Your Face In The Moon

You Can't Judge A Book

1202

THE COUNTS

Darlin' Dear

1188

Hot Tamales

1199

AL LOMBARDY

The Blues

The Boogie

15143

BOB EBERLY

I'm A Sentimental Fool

You're The Only Star

15172

RUSTY BRYANT

Pink Champagne

Slow Drag

15164

All Nite Long

15134

LORRY RAINE

I'll Tell The World I Love You

I'm Only Human

15173

JIMMY SACCA

Alone With My Heart

Mansion On The Hill

15163

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for a Happy
12th Anniversary

Randy Wood

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RECORD REVIEWS

A DISK & SLEEPER
B+ EXCELLENT
B VERY GOOD
C+ GOOD
C FAIR
D MEDIOCRE

SAVANNAH CHURCHILL
(Decca 29194; 9-29194)

C+ "I CRIED" (2:12) [Meadowbrook ASCAP—Elias, Duke] A slow sentimental item with a pleasing lilt is fashioned in a bluesy manner by Savannah Churchill as the chorus assists.

C+ "MY MEMORIES OF YOU" (2:24) [Nu-Way BMI—Cita] A big tune in the rhythm and blues field is treated to a pop styling by the thrush as the boys set up the vocal background.

DAY, DAWN, DUSK TRIO
(Herald 1000; 45-1000)

B "ALL THROUGH THE YEARS" (2:30) [Brunswick BMI—Tennyson, Laverne] A new group composed of Day, Dawn and Dusk debuts on the Herald label with an impressive showing on a Latin beat ballad. Interesting sound.

C+ "THE KISS" (2:30) [Schwartz ASCAP—Winkler, Shelly Reide] The trio sends across a sentimental country flavored waltz in smooth fashion. Recitation takes spotlight at mid point.

JOE LIPMAN ORCHESTRA
(MGM 11770; K-11770)

C+ "CENTRAL PARK ROMANCE" (3:02) [Robbins ASCAP—Mossman] From his new album "Manhattan Serenade," Joe Lipman presents some lush and dreamy romantic music. Lovely melody.

B "MANHATTAN SERENADE" (3:06) [Robbins ASCAP—Alter] Another great string item describing the vast metropolis is selected for single wax from the same album. Great standard.

DICK CONTINO
(Mercury 70393; 70393 x 45)

B "BELLA, BELLA, BELLA" (1:59) [Geo. Pincus ASCAP—Noto, Tagriault] A lovely waltz tempo Italian flavored tune is glowingly offered by accordionist-vocalist Dick Contino. Chorus and David Carroll ork assist. Sung in Italian and English.

C+ "MIDNIGHT IN PARIS" (2:33) [Sam Fox ASCAP — Conrad, Magidson] The artist stars on the accordion on this deck as he flies through a thrilling version of a beautiful oldie. Exciting, and loaded with fancy fingering.

NELSON RIDDLE ORCHESTRA
(Capitol 2846; F-2846)

B "IN THE CHAPEL IN THE MOONLIGHT" (2:38) [Shapiro Bernstein ASCAP—Hill] A beautiful reading of a great oldie is presented by Nelson Riddle and the orchestra while the chorus handles the vocal duties.

C+ "SHADOW WALTZ" (2:49) [Chappell ASCAP—DuBois] A lovely slow waltz melody is treated to a velvety instrumental styling by the lush strings of the Riddle orchestra.

THE CASH BOX SLEEPER OF THE WEEK

"PERIOD" (2:00) [Hill & Range BMI—Carson]
"HOW WRONG CAN YOU BE" (2:10) [Porgie BMI—Swain]
THE FOUR KNIGHTS
(Capitol 2847; F-2847)

FOUR KNIGHTS

● The Four Knights, still riding high with their hit version of "I Get So Lonely (Oh Baby Mine)," come through with a great new gimmick deck that's destined to be another huge seller for the boys. Aided by a Nelson Riddle backing, the Knights rhythm through a lively jumper that's punctuated at the end of each sentence by the title, "Period." A catchy ditty that has all the earmarks of a successful platter. On the lower end, the boys show their skills on a ballad as they deliver "How Wrong Can You Be." Billy May's ork sets up the backing on this end. Excellent coupling for the boxes.

"BREAK MY HEART GENTLY" (2:58) [Gateway ASCAP—Klein, Richardson]
"CAN THIS BE THE END OF A DREAM" (2:30) [Gateway ASCAP—Klein, Richardson]
DOROTHY COLLINS
(Audivox 108; 45-108)

DOROTHY COLLINS

● The sweetheart of "Your Hit Parade," Dorothy Collins, has been drawing closer and closer to that "big" record with each one of her new releases. Her latest platter looks like its the one. Back to back, Dorothy fashions two beautiful new ballads that have all the necessities of a commercial click. Aided by Raymond Scott's orchestra and an echo effect, the thrush cruises through a dream-dusted version of a warm love song dubbed "Break My Heart Gently." An emotion packed reading that's sure to earn coin for all concerned. "Can This Be The End Of A Dream" is another brilliant ballad expressively displayed in moving fashion. Either end could make the hit grade.

THE NOCTURNES
(MGM 11762; K-11762)

B+ "TASTY LIPS" (2:12) [Jose Ferrer BMI — Pingatore, Eisenhauer, Linsley] The Nocturnes send out a terrific new novelty. Commercial deck with potent presentation. Could click in a big way.

C+ "POM PIDI POM" (2:30) [Walt Disney ASCAP — Cahan, Hoffman, Manning] A delightful soft lilter is tenderly fashioned by the boys. Easy on the ears deck.

JOE LOCO & QUINTET
(Tico 198; 45-198)

C+ "SLAUGHTER ON TENTH AVENUE" [—Rodgers] Mambo master Joe Loco gets an assist from Pete Terrace on the vibes as he and the boys rhythm through a mambo version of a dramatic standard. Exciting listening.

B "SWEET AND LOVELY" [—Arheim, Tobias, LeMare] The artist demonstrates some top grade piano work on this soft mambo version of another great standard. Real dreamy stuff with a Latin beat.

LORRY RAINE
(Dot 15173; 45-15173)

B "I'M ONLY HUMAN" (2:04) [Randy-Smith ASCAP — Gayle, Dellinger] Lorry Raine debuts on Dot Records with a feelingful reading of a sentimental love tune. Good job that could catch.

C+ "I'LL TELL THE WORLD I LOVE YOU" (2:41) [Gilio BMI —Gilio] The talented thrush dishes up another sincere delivery of a good love tune. Fitting backdrop by the Van Alexander Orchestra.

MARY KAYE TRIO
(RCA Victor 20-5784; 47-5784)

B "THE CUDDLIN' SONG" (2:25) [Essex ASCAP—Skylar] A lighthearted bouncer, tailor-made for the Summer season, is colorfully presented by the Mary Kaye Trio. Cute ditty.

C+ "ANYONE CAN DREAM" (2:42) [Chase BMI—Nathan, Heisler] Hugo Winterhalter supplies another fitting background for the group's offering of a ballad with a lilt. Good sound.

JILL COREY
(Columbia 40268; 4-40268)

B "ONE GOD" (2:50) [Garland ASCAP — Drake, Shirl] The authors of "I Believe" and "My Friend" supply Jill Corey with another lovely religious theme which she presents with loads of feeling and meaning. Sincere offering.

B "HE IS A MAN" (3:16) [Kahl BMI—Coates, Selbey] Another plush Percy Faith orking showcases the warm Jill Corey voice on this sentimental reading of a tender tune. Pretty job.

MARGARET WHITING
(Capitol 2853; F-2853)

B "JOEY" (2:38) [Lowell BMI—Wiener, Kriegsmann, Salmirs, Bernstein] A pretty lilter that's bidding for the hit class, is given a tender and delightful reading by Margaret Whiting.

C+ "ASK ME" (2:00) [Riviera BMI—Hinderling] Another easy going melody with a light air about it is invitingly styled by the thrush. Good material for the Summer months.

JOAN ROBERTS
(Quality 715; 45-715)

B "NEVER ALONE" (2:51)) [Kenwood ASCAP — Ricca, Loman] Joan Roberts, known to folks for her Broadway musical work, issues a romantic ballad in her delightful vocal manner. Polished showing. Latin tempo at mid-point.

C+ "BILLIE & I" (2:54) [Mills ASCAP—Eaton, Shuman, Wagner] Jimmy Lytell sets up another fire orking to showcase the voice of the songbird on this love song. Good lyric.

SAMMY KAYE ORCHESTRA
(Columbia 40269; 4-40269)

B "FRIENDS AND NEIGHBORS" (2:23) [Jungnickel ASCAP—Scott, Lockyer] One of England's top tunes is rendered in top grade bounce fashion by Sammy Kaye and the crew. Good cornball novelty. Jeff Clay and chorus good on vocal.

B "THROUGH" (3:09) [Bregman, Vocco and Conn ASCAP — McCarthy, Monaco] Against a beautiful instrumental backing Jeff Clay takes a solo run with a wonderful ballad. Good danceable matter.

ART MOONEY ORCHESTRA
(MGM 11772; K-11772)

B "MOTHBALLS" (2:21) [Hampshire House ASCAP — McKelvy, Johnson] Dick Thomas and the Cloverleafs lilt through a slow country flavored waltz as Art Mooney sets up the backing. Number jumps up at midpoint. Good ditty.

C+ "CORNBELT SYMPHONY" (2:18) [Mellin ASCAP—Simons, Mellin] Barbara Brent and the Clovers take the spotlight on this happy cornball bouncer. Real lively deck that'll attract coin.

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"I UNDERSTAND JUST HOW YOU FEEL" Jubilee 5132

THE ORIOLES
"DROWNING EVERY HOPE I EVER HAD"
b/w "MAYBE YOU'LL BE THERE" Jubilee 5143

JOE FOLEY
"MY HEART TELLS ME" b/w "ALL OR NOTHING AT ALL" Jubilee 5146

BOB CREWE
"CHANGE OF HEART" b/w "CASH REGISTER HEART" Jubilee 5148

DANNY WINCHELL
"JOSHUA" b/w "ROW ROW ROWING ALONG" Jubilee 5140

GLORIA MANN
& The Carter Rays
"GOODNIGHT SWEETHEART, GOODNIGHT"
b/w "LOVE-ME-BOY" Jubilee 5142

LINDA SHANNON &
CHARLIE BARNET ORK
"A MILLION WAYS TO FORGET"
b/w "HOW D'YA DO DO DO" Jubilee 5144

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HAL BLOCK "SENATOR McCARTHY BLUES" Jubilee 5149

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current release
"SWEETHEART"
b/w
"THE OLE CABARET"
Dot 15201

THE CASH BOX
PLATTER
SPINNER
PATTER

ALL ABOUT DISK JOCKEYS

THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

PLUS THE NEXT FIVE

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. THREE COINS IN THE FOUNTAIN	Four Aces (Decca)
2. LITTLE THINGS MEAN A LOT	Kitty Kallen (Decca)
3. HERNANDO'S HIDEAWAY	Archie Bleyer (Cadence)
4. THE HAPPY WANDERER	Frank Weir (London)
5. WANTED	Perry Como (RCA Victor)
6. IF YOU LOVE ME	Kay Starr (Capitol) Vera Lynn (London)
7. I UNDERSTAND JUST HOW YOU FEEL	Four Tunes (Jubilee) June Valli (RCA Victor)
8. GREEN YEARS	Eddie Fisher (RCA Victor)
9. JOEY	Betty Madigan (MGM)
10. YOUNG AT HEART	Frank Sinatra (Capitol)

11) STEAM HEAT. 12) ISLE OF CAPRI. 13) HERE. 14) THE MAN UPSTAIRS. 15) SWAY.

When **Betty Madigan** opened at the swank Sheraton-Carlton Hotel in Washington, D. C. last week, the jockeys of Washington surprised Betty with a scroll signed by every jockey along with the leading amusement editors and columnists of the Washington newspapers. The presentation was made by **Allen Jeffreys** of WTOP and **Herb Davis** of WEAM, and read: "Hear Ye! Hear Ye! Miss Betty Madigan—Be it known that we the undersigned offer our sincere and enthusiastic congratulations for your accomplishments now known to all and for which we are especially proud!"

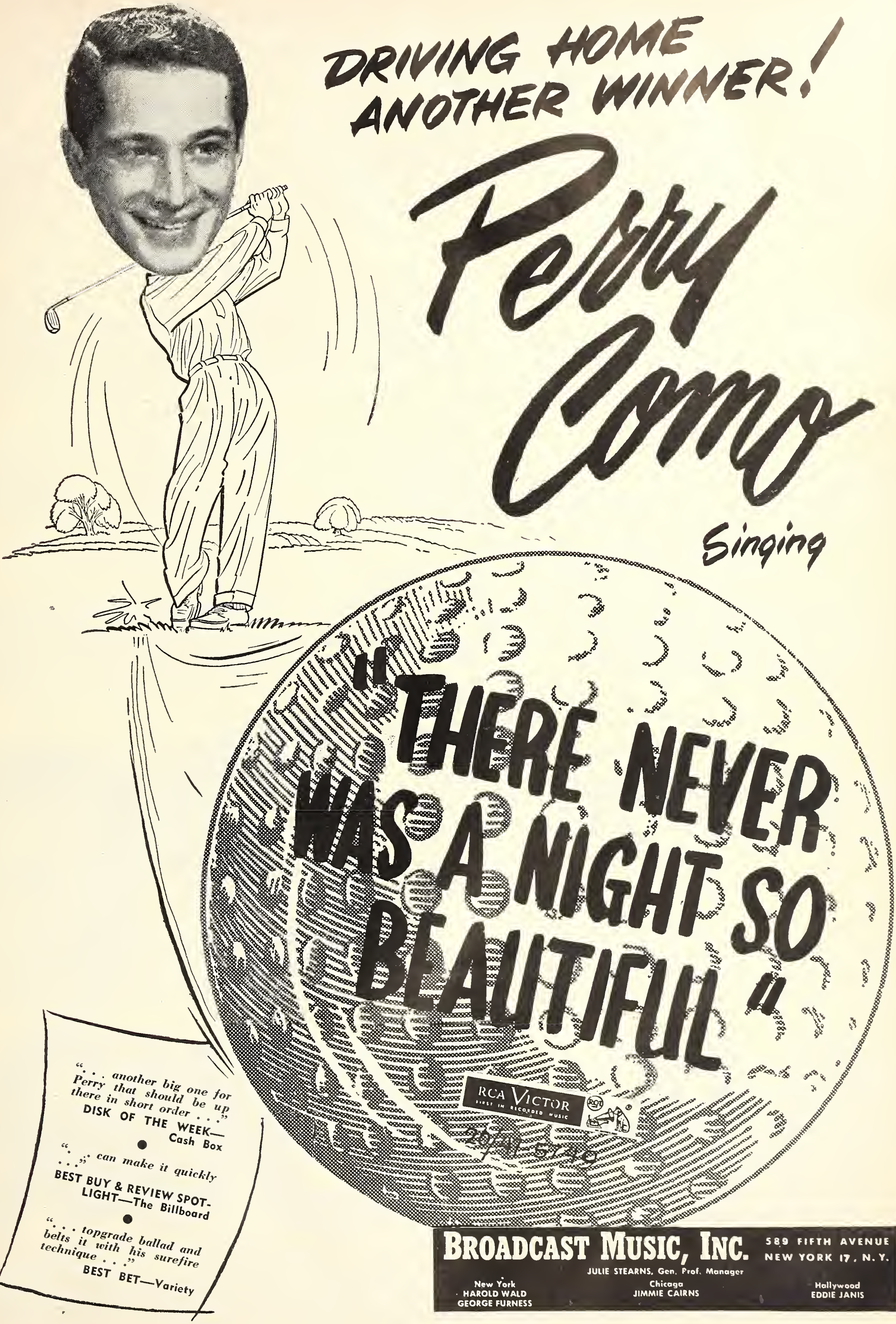
* * * * *

CHUCK THOMPSON
(WALA—Mobile, Ala.)

Pic of the week—**Chuck Thompson** (WALA-Mobile, Ala.) still refusing to shave his beard until someone records his song, "Miss America." At left we see him without the beard. . . . **Jerry Kay** (WTIX-New Orleans, La.) writes in to say nice things about the new Essex group, **The Escorts**, and their recording of "If You Took Your Love From Me." . . . **Frank Sims** (WKMH-Dearborn, Mich.) on the air Monday through Saturday from 9 to 11 a.m. and from 1 to 3 p.m. Last week Frank played the **Hugo Winterhalter** "The Little Shoemaker" and offered the new **Eddie Fisher** album for the right identification of the "Friend" listed on the record. Three hundred and ten letters poured into the station with two hundred and ten correct answers—Eddie Fisher. The letter with the earliest postmark received the new Eddie Fisher album. The other two hundred and nine received the "free" Eddie Fisher record "Green Years" and "My Friend" when they purchased the Hugo Winterhalter "The Little Shoemaker." The records were given away at Grinnell's Record Store in Detroit on June 14. . . . **Tiny Markle's** band (WAVZ-New Haven, Conn.) ready to record. Tiny hopes to have records on "the grand little band" in about a month or so. "Then," he says, "I'll go visit some dj's with them." . . . **Lee Case** (WITH-Maryland, Md.) writes to air his views on the 78-45 rpm situation (he votes in favor of 78's); his opinion of "Ah Ri Rung" by **Norma Douglas** on Guyden (he likes her and the tune); and asks "how do I submit my list of top ten tunes?" (just send them in on Station stationery or the card stapled in every copy of **The Cash Box**).

* * * * *

Bill Thornton (KRLW-Walbut Ridge, Ark.) father of a pink little item named **Melody Ardith.** Melody weighed in at nine pounds and even took precedence over the "**Satchmo**" who was in Newport, Ark. for a one night gig at the time. . . . **Fred Amsel** just returned from a deejay trip through **Detroit**, Cleveland and Buffalo on **Karen Chandler's** Coral latest "Out In The Middle Of The Night" and "Why Didn't You Tell Me." Karen is being featured with story and picture layouts in the current issues of several movie and TV mags. . . . **Lennie Wolf**, Audivox, in Cleveland on a deejay tour with Dorothy Collins' newest, "Can This Be The End Of A Dream" and "Break My Heart Gently," two beautiful ballad sides. . . . **Pvt. Tom Finn** (ex-WKMH-Dearborn, Mich.) can be reached at US 52364851, Battery C, 65 Armd FA Bn, Division Art'y, 3rd Armd Div., Ft. Knox, Ky. . . . **Nick Nickson** (WBBF-Rochester, N. Y.), whose show hits the air at 3:05 to 5:30 daily, in New York to vacation with the family. Nick's son, **Nicholas Robert**, affectionately tagged "Nickey Bob," was baptized last Sunday.


DRIVING HOME
ANOTHER WINNER!
Perry Como
Singing
"THERE NEVER WAS A NIGHT SO BEAUTIFUL"
RCA VICTOR
FIRST IN RECORDED MUSIC
20/47-5749

". . . another big one for Perry that should be up there in short order . . ."
DISK OF THE WEEK—Cash Box

●

". . . can make it quickly . . ."
BEST BUY & REVIEW SPOTLIGHT—The Billboard

●

". . . topgrade ballad and belts it with his surefire technique . . ."
BEST BET—Variety

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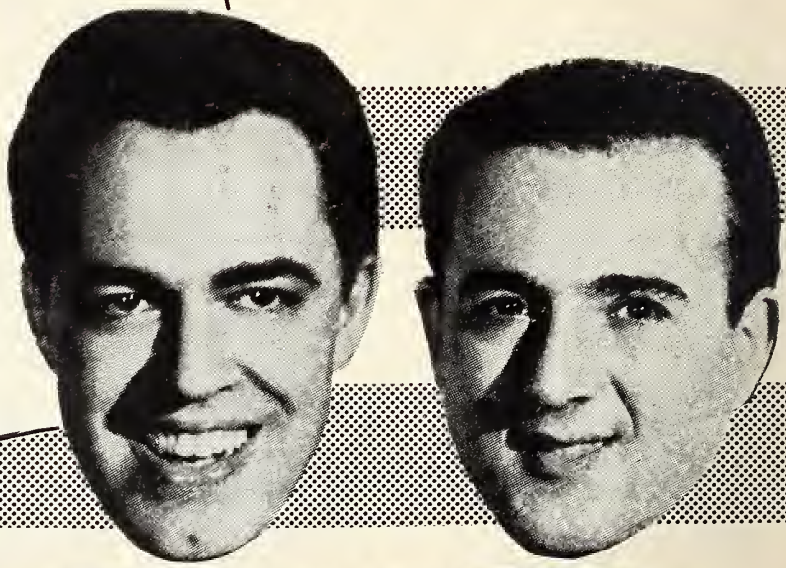
THANKS
to the NATION'S
DISK JOCKEYS
for The Cash Box Award

No. 1 "Most Programmed Vocal Group"

A Great Big
THANKS
to the OPERATORS
and DEALERS for
Consistent Plays
and Spins

A Great Big
THANKS
And ANNIVERSARY
GREETINGS
To The
Cash
Box



from

THE FOUR

PERSONAL MANAGER:
HERB KESSLER

Tops in the Nation...

A ♠

"WEDDING BELLS"

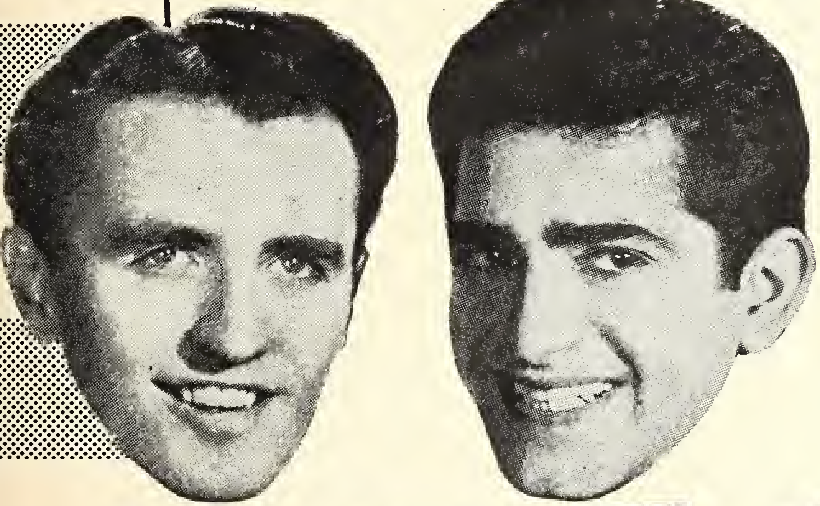
(Are Breaking Up That Old Gang Of Mine")

&

"3 COINS IN THE FOUNTAIN"

DECCA 29123; 9-29123

Watch For Our New Album
of Old Hits—
"SINCERELY YOURS"
(soon to be released)



by

ACES

DECCA RECORDS

♠ A

RECORD PROMOTION:
VICTOR SELSMAN

DIRECTION MCA

Greetings Cash Box

"when I needed you most"—
you came through . . .

"WHEN I NEEDED YOU MOST"
THE MARINERS
Columbia # 40241

"CHAIN REACTION"
LOU MONTE
RCA Victor # 20-5778
EYDIE GORME
Coral # 61213

"BELLA BELLA BELLA"
DICK CONTINO
Mercury # 70393

"A STRING OF BROKEN HEARTS"
BOBBY WAYNE
Mercury # 70401

"CASH REGISTER HEART"
BOB CREWE
with RALPH BURNS ORK.
Jubilee # 5148

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TIFFANY
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"it's a **TIFFANY!**"

TIFFANY RECORDING COMPANY
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THE CASH BOX ROUND THE WAX CIRCLE

NEW YORK:

With this issue, **The Cash Box** celebrates twelve years of publication. Certainly it's been one of the most eventful twelve years in the history of mankind. We've watched our world change from a comparatively easy going pace to an age of atomic power and all the implications that are involved therein. But despite the changes, people still must have their music and songs. Perhaps even as life becomes more hectic, music becomes more necessary. In the next twelve years we're going to witness many many more changes. But of this you may be sure: The importance of music to all the peoples of the world will not diminish, but rather will probably increase. . . . **Dorothy Collins** and **Raymond Scott** are two of the most gracious hosts we know. Entertaining members of the trade press last week, the couple displayed a charm an sincerity which was wonderful to behold. Their home is charming. But you get the shock of your life when Raymond leads you into a wing of the house which turns out to be as well equipped as many factories. One of Raymond's hobbies is collecting and using almost every type of tool known, and going through his carefully planned workshop would drive an enthusiast wild. . . . **Patti Page** never looked more beautiful than at her opening at the Stagecoach last Friday. And needless to say her singing was out of this world. . . . **Kappy Jordan** had her annual picnic last Saturday and not only did she pick a great day as far as weather was concerned, but it was a wonderfully successful day. Music people and disk jockeys were there in large numbers and apparently all had a fine time.

DOROTHY COLLINS

CHICAGO:

"Another day—another dollar" . . . how many remember this old vodvil expression? This, of course, is another year. The **'12th Anniversary' of 'The Cash Box'**. . . . A new kind of music business here in the ole Windy City. A new kind of approach . . . to the possible hit . . . to the flop . . . or to the mediocre. . . . Much water has passed under the bridge these past twelve months. Many new faces are seen here, there and everywhere. New people. New ideas. Growth and growing pains, too. . . . But this is the music biz. . . . This is what keeps the people engaged in the music business—going—always going—always striving—for the hit. . . . No longer the many, many spots to cover as there used to be in the days gone by. But, perhaps, this may be better for all concerned. Perhaps this concentration for creating the top tune may prove more economical and more worthwhile to all those concerned with attempting the creation of the top tune—"the big one"! This past year certainly saw some great tunes, even with this concentrated promotional picture which is Chicago today! Perhaps, too, there are even greater ideas forthcoming from the youth of this Windy City who are growing up with a new slant on music—the music of tomorrow—the music that will keep lots of the old timers and the new people in this mad, whirling business going at top speed. . . . Yes, twelve years have gone by since the very first issue of this publication which is, today, recognized here in Chicago, as it is recognized all over the nation, as "the publication of the music business," or, like **Linn Burton** puts it, **"A really grand operation"** (based, of course, on his own grand 'Operation Midnight'). . . . The artists, the disk jockeys, the bands, the orks, the combos, the quartets, the juke box people, all and everyone, we most sincerely hope, will forgive us this quaint and very short spasm. This column this week. It is the aftermath of the tremendous amount of work which went into creating this "encyclopoedia" for the benefit of every subscriber and every advertiser and for all the friends of **'The Cash Box'** everywhere in the free world.

12th ANNIVERSARY

LOS ANGELES:

There's so many articles and special features in this 12th Anniversary issue that you'll probably have a hard time getting around to reading this column but here goes anyway! . . . **Les Brown** and his popular Coral Recording Orchestra closed at the Hollywood Palladium 6/24 after a successful four week stand. Immediately following their closing Les took his "Band of Renown" on their annual cross-country tour of 90 one-nighters covering 27 states. . . . Maestro **Jan Garber** brought his popular dance orchestra back to the Palladium for a triumphant 3 week engagement which opened June 25th. Genial Jan features his lovely and talented daughter, Janis, who shares vocal honors with **Al Rifle**. . . . Songstress **Vicki Young** is breaking in a new act that has been prepared for her by her new manager **Tom Shields**. . . . There's nothing like competition! After hearing ex-heavyweight **Buddy Baer's** first Vito waxing of "Too Much Competition" we hear that **Joe Louis** has hired **Sigmund Arno** as his own personal vocal coach. . . . **Dick Shawn**, N. Y. comedian, who recently shared billing with Mambo King Perez **Prado** at the Mocambo, has already been set by **Charlie Morrison** for a return stint early in '55. . . . **Xavier Cugat** and his colorful latin extravaganza closed at Ciro's to cut several sides for Victor before opening at Lake Tahoe. He leaves on a tour of Europe in July. . . . **Hal White's** orchestra and Allied platter star Clessa **Williams** have been re-pacted by **Noel Clarke** for another indefinite stand at Capistrano Beachcombers Club, Capistrano Beach. They have been entertaining at the swank club for a full year. . . . People without reservations had to be turned away during **Eddie Fisher's** opening at the Coconut Grove 6/17. The place was a complete sellout. Also sharing the billing was **Will Jordan, The Hightowers** dancing team and **Benny Strong** and his orchestra. . . . **Margaret Whiting** sings and acts in the new independent film production of "Fresh From Paris" which was filmed at **Frank Sennes'** Moulin Rouge.

FRANKIE LAINE

1914 **1954**

The American Society of Composers, Authors and Publishers will be forty years old in 1954. During these forty years many important changes have taken place in the entertainment world.

America's listening audience has increased by the millions with the growth of new media—such as sound pictures, radio, television and juke boxes. And the one ingredient in the field of entertainment which has survived all technological changes—not only survived, but has increased and expanded—is Music! It has remained a basic requirement for all phases of show business. For a good song always is good entertainment!

ASCAP—entering its forty-first year—is justly proud of the repertory of its more than 3,000 song-writers and composers. ASCAP also is proud of its many years of service to its licensees, and pledges itself to a continuation of making available to the entertainment world the best in music.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

The Record Road To Progress

by MANIE SACKS

When the phonograph was invented 77 years ago, there were few who appreciated the tremendous influence the new talking machine would have on the American public.

But its invention literally opened one door to the creation of a great new industry and another door to a new world of culture and home entertainment.

Today more than 25,000,000 American families use record players to enjoy the world's finest music. Another 20,000,000 families still without record players, also enjoy the fruits of the recording industry by flipping a switch on their radios to any number of stations that regularly schedule recorded music.

Since those early days when phonographs were considered mere novelties, the recording industry has undergone a remarkable series of changes. But the history of the industry always has been marked by progress in developing greater convenience and better and more faithful sound.

The first great revolutionary change came with the development of the disc-type record which gave the industry a shot in the arm when it was introduced by Eldridge Johnson in 1897.

Shortly after the disc was introduced, another milestone was reached when Caruso made his first recordings for Victor. Just after the turn of the century the great artist not only put fine music on the discs but also brought much needed prestige to an industry that was still considered a novelty business. Thirty-two years later, he still rates as one of RCA Victor's top best-selling artists, and his name continues to be a hallmark of quality.

Indicative of the rapid progress made by the Victor Company, especially after Caruso began making his famous recordings, are the sales figures. In its first year of business, Eldridge Johnson's sales barely reached $500, but three years later they were more than $3,000,000, and by 1905 they had reached $12,000,000 annually.

And for more than 15 years, records continued to boom. The first great peak in record sales was reached in 1922 when the figure approached 100,000,000. Then, for the next 10 years, sales slumped.

Many attributed this drop to the increasingly popularity of radio, but actually the radio was destined to become the record industry's star salesman. Radio, and the new phenomenon jukeboxes, were bringing popular music to people throughout the country in all walks of life and opening up completely new markets for the industry.

By the late 30's the curve was swinging sharply upward. Dealers who had given up records in favor of selling radios were now stocking up on needles as well as vacuum tubes.

During these years the record industry's sound laboratories were concentrating on producing better sound in records. Its research programs were developing improved recording techniques, better production methods and better players. The search was for records and phonographs that would bring true-to-life performances right into the home.

Just before the long slump of the mid-twenties, phonographs had started to go electrical. "Orthophonic" was the magic word that had excited music-lovers in the early 20's, but records had been crowded out by radio.

Now, however, in the late 30's the full fruits of electronics' contribution to records began to appear. Even though the "windup" phonograph had long since vanished, most records were still turned "by hand," one at a time. But then automatic record-changers began to win wide popularity (with lowering of price), and they not only changed records, they changed the whole record business.

Then in 1949 the 45 rpm system was born to mark the appearance of the first record and automatic changer basically designed for each other. The introduction of this new system, together with the 33⅓ rpm long-play records, represented another advance in the recording industry's march toward the reproduction of better sound. It also gave the industry a valuable sales stimulant for it focused attention and renewed interest in recorded music. People began talking about records and sales began to surge.

In the five years that have passed, more than 200,000,000 of the discs have gone into American homes and more than 2,000,000 homes regularly use the 45 rpm record players.

A further refinement of the 45, the Extended Play, was introduced in 1952 and also caught the fancy of the record buyers because it lengthened the playing time of a 45 record from four to eight minutes per side. Hundreds of medium-sized classical works which formerly required a "break" in the middle while a record was turned are now complete on one side of an EP.

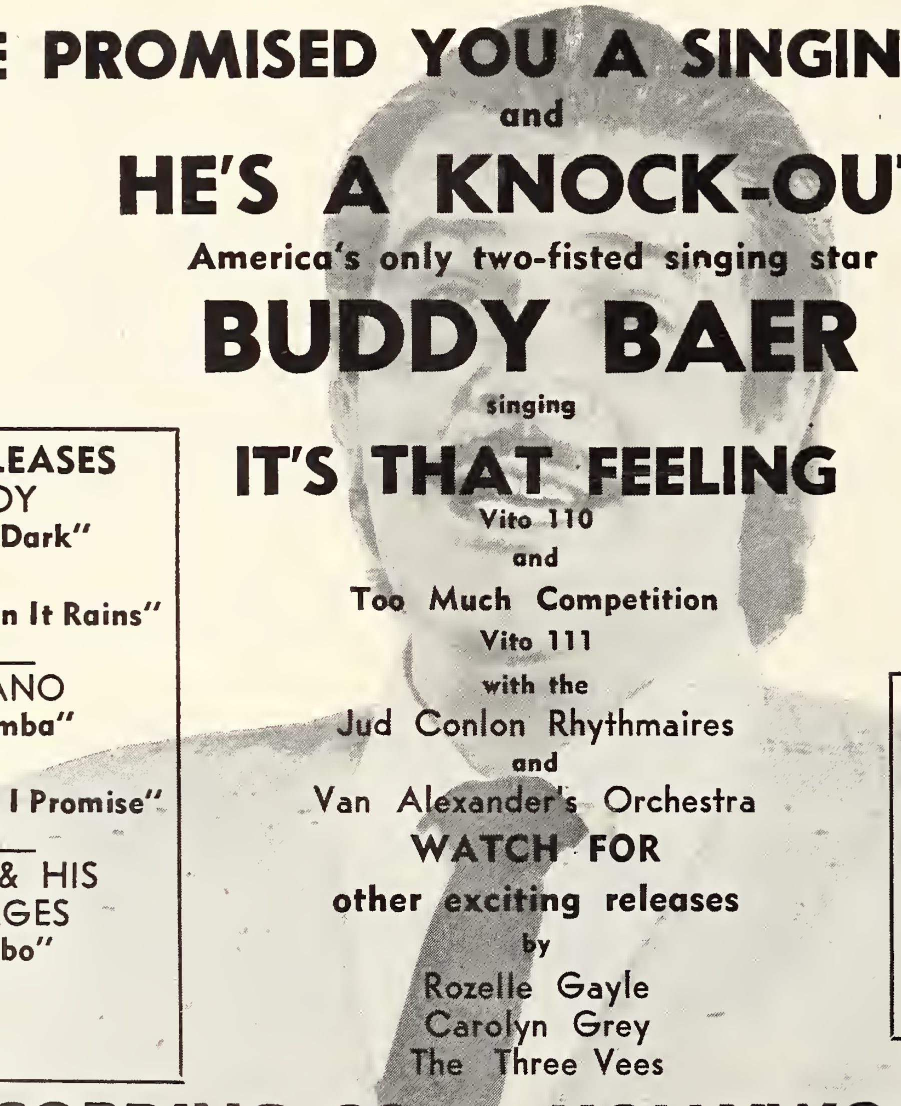
The increased interest in "hi fi" is now being felt by the entire record industry. Greater use of hi-fi instruments and records will mean added musical enjoyment for record buyers.

For the artist, hi-fi means a wider audience. For the industry it is a powerful, new tool of sales that should do for the trade what jet propulsion did for the airplane.

The future looks exceedingly bright for the record industry. The progress that has been made in the past is only an indication of the progress that will continue to be made.

Technically, we have the finest recording and sound systems ever developed. And in the American public we have the greatest market that could possibly be created.

Add to these factors the great artists that are recording in both the classical and popular fields and you have an unbeatable combination. The year 1954 is already off to a great start and it could easily become the record industry's finest year.



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and
HE'S A KNOCK-OUT
America's only two-fisted singing star
BUDDY BAER
singing
IT'S THAT FEELING
Vito 110
and
Too Much Competition
Vito 111
with the
Jud Conlon Rhythmaires
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Van Alexander's Orchestra
WATCH FOR
other exciting releases
by
Rozelle Gayle
Carolyn Grey
The Three Vees

CURRENT RELEASES
HELEN TROY
"A Kiss In The Dark"
Vito 101
b/w
"I Get The Blues When It Rains"
Vito 103

TONY ROMANO
"Goombye Goomba"
Vito 105
b/w
"I Promise, I Promise, I Promise"
Vito 106

BOBBY PAGE & HIS MUSICAL PAGES
"Deejay Mambo"
Vito 112
b/w
"Carioca"
Vito 113

WATCH FOR HELEN TROY'S LATEST
"YOU'LL NEVER GET THE CHANCE AGAIN"
Vito 109
b/w
"MY PA'S NOT HOME"
Vito 102

VITO RECORDS
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Sincerest Thanks....

Johnnie Ray

A 20th Century Fox Production

Current Release
"TO EV'RY GIRL - TO EV'RY BOY"
and
"GOING - GOING - GONE!"
Columbia 40252

now shooting
Irving Berlin's
"THERE'S NO BUSINESS LIKE SHOW BUSINESS"

Personal Mgt
BERNIE LANG

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GAC

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LOU MONTE says

Thanks

To The Nation's Disk Jockeys

for the award

No. 1 MOST PROMISING UP AND COMING VOCALIST

(Cash Box Annual DJ Poll)

●

current release

"VERA'S VERANDA"

(For Pop and Kiddie Market)

b/w

"CHAIN REACTION"

20/47-5778

●

latest Album release

"DARKTOWN STRUTTERS BALL"

Thanks
HARRY LEVINE
for wonderful engagement
CHICAGO THEATRE, Chicago

●

RCA VICTOR
FIRST IN RECORDED MUSIC

personal management

GEORGE BROWN

Teaming Up For A & R

by HUGO PERETTI & LUIGI CREATORE

We guess there's never been an A & R team before, because in the few short weeks that we've held the post for Mercury Records, we've been called everything from the Bobbsey Twins to a Double-Headed Monster, and the Italian Smith and Dale. People have been asking who does what, how do we work as a team, why do we go everywhere together, how can we agree on everything, do we, and how can we stand it? Finally, The Cash Box called and gave us a thousand words to explain or get out of town.

The explanation is really quite simple.

We used to be one person. Then we decided to divide into two, like an amoeba, for the purpose of attracting attention. Now that we have four hands and two sets of everything else, we're making use of all the equipment. Otherwise, we're still operating as one person.

This takes care of the explaining, and leaves us a few hundred words in which to wander around and ad lib.

We have a theory that some A & R men (no names, please) have gotten fat and lazy. The sharp edge of competition has dulled, and you can feel it right where it hurts—in the retail store.

The record industry needs a hit . . . a smash to bring people into the stores to help sell all our goods. We're going to try for this hit. As far as the industry is concerned, it doesn't matter if we produce the next million seller, or someone else does. What is important, however, is that we keep trying. Maybe our efforts, whether they are immediately successful or not, will spark some of the other characters into that extra drive that is necessary to produce a big one.

Deep down, of course, we feel we won't have to stray far from home to find that big seller. Not when we feel the beat and drive of a Georgia Gibbs singing "Wait For Me Darlin." Not when we have a bunch of troupers like the Gaylords on the line. (They came into town the other day about 5:00 p.m. and were scheduled to leave the next morning. We told them we wanted to record immediately. That night we walked into the studio at midnight, and the next day—while the boys were on their way to Boston—their midnight cutting of "The Little Shoemaker" was being played on the air.)

And we don't think we'll have to stray too far while we have all of the wonderful recording stars on Mercury to work with, not to mention a talented half-dozen newcomers—any one of whom could bust wide open with one record.

The million-selling record, however, can only be a temporary solution to the sales needs of the industry. As long as we're depending on some kid with a frog in his throat to set a million teenage hearts aflutter and sell our merchandise for us we're sitting on a big fat bubble. God help us if the kids ever switch to Chinese checkers for a pastime.

We come from a long line of children's records and we know the value of package goods. These goods, ranging from kid disks to classics, to the pop LP's and EP's, are more and more becoming the mainstay of the industry. But there has been no fresh surge or competitive drive applied to the popular package field, and this is a must if the industry is going to develop the adult home market to even a proportion of what it can be.

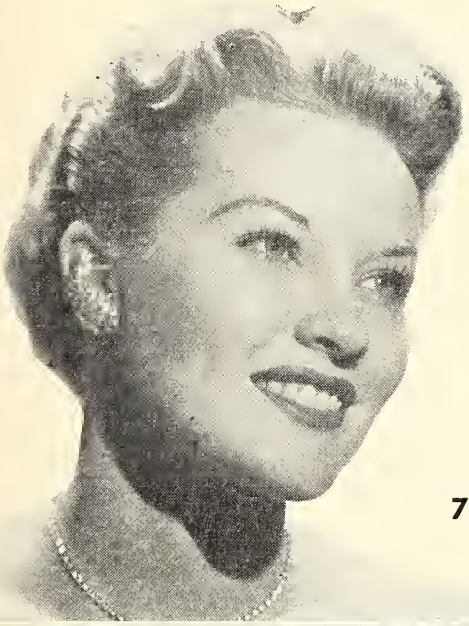
The popular package field will, we know, grow and develop just as the rest of the industry has. During the years in which we've been in the business, we've developed a healthy respect for the record industry. It's full of sharpies and characters, but it's always bursting with hope. It can break an investor's pocketbook or a singer's heart. But it can move magically. It can take a youngster's voice, spin it on a million wheels, and America wakes up singing!

That's why we like the business. And we hope we have something to offer it that can be of value. In the meantime, there are two words we'd like to direct to Mitch, Joe, Milt, Allan, et al . . .move over.

Mercury BLOWS its top with 4 Smash Hits!

"Steam Heat"

coupled with "LONELY DAYS"



PATTI PAGE

MERCURY
70380 • 70380X45

"The Little Shoemaker"

coupled with "MECQUE, MECQUE"

THE GAYLORDS

MERCURY 70403 • 70403X45

"SH-BOOM"

coupled with "I SPOKE TOO SOON"

MERCURY 70404 • 70404X45

THE CREW CUTS

"Wait For Me Darlin'"

coupled with "WHISTLE AND I'LL DANCE"

GEORGIA GIBBS

MERCURY 70386
70386X45

Mercury
RECORDS

PICK OF THE WEEK
DISK OF THE WEEK
is...
PICK OF THE YEAR!!!

Johnnie Ray

singing

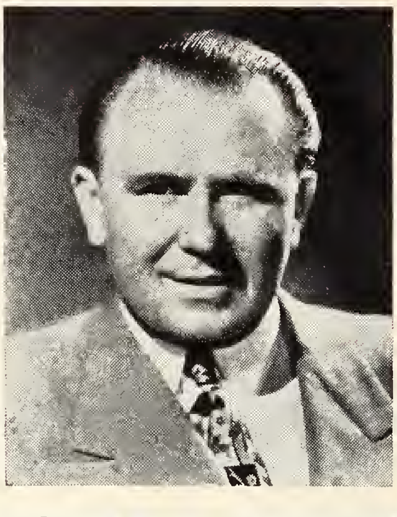
"TO EV'RY GIRL—TO EV'RY BOY"
(THE MEANING OF LOVE)
40252

COLUMBIA RECORDS

words, music by
JERRY SAMUELS—
BARRY PARKER

published by
GODAY MUSIC CORP.
1619 BROADWAY NEW YORK, N. Y.

The Record Industry Broadens Its Horizons



by GLENN E. WALLICHS

Our product—music—is unique because practically everyone likes it. In fact, music has become such an integral part of our existence that much of it fails to penetrate our consciousness. We hear it in our homes, our cars, in cafes and often even in our place of business. But there is a vast difference between hearing music and listening to it. That's the job of the record business: to make people listen to the music they hear and, having listened, want to possess it.

To attain this end the producer must consider a number of factors. First, he must produce a product which appeals to the musical taste of as many individuals as possible. Since there are well over 20-million phonographs in the United States, a big "million-seller" record is purchased by less than 5% of the available market. It naturally follows, then, that the producer must make a great variety of records in order to capture the other 95% of the market, since they obviously have different tastes in music.

But there is more to it than merely appealing to the taste of the individual. The appeal must be so strong that the listener is not content with the "free" music he can hear on the radio, etc. He must be so impressed that he's willing to spend money to hear it again and again, either by putting coins in the jukebox or buying the record. In other words, the record business must turn the passive listener into an active buyer.

Great progress is being made, and will continue to be made, in focusing the atention of the public on music in general and records in particular. As was mentioned previously, music is now available for all tastes and age groups. The introduction of LP's and EP's has helped keep the price of albums low and made them more convenient to buy, keep and play. Record players of increasingly high quality are available at lower prices.

One of the biggest steps has been the introduction of Hi-Fi. Every day more and more people are "discovering" the thrill of fine sound reproduction. To many, it is almost as though they were really hearing music for the first time. In short, they are beginning to listen.

There have already been many concrete manifestations of these efforts. Music is playing an increasingly active part in the lives of people. Schools are expanding their music appreciation programs. Parents are taking a more active interest in their children's music appreciation training. Record players are selling better than ever . . . a sure sign that interest is being focused on recorded music.

The coin machine operator has contributed to, and will share in the benefits from, this great expansion process. His jukeboxes help expose records to the public. They develop interest in specific selections and increase the awareness of the people to music. In return, this concentration of interest cannot help but be reflected by the number of coins that are dropped into his boxes. When the listener's interest is sufficiently aroused, he's willing to buy his music.

There can be no question that the industry has grown in recent years. Sales of recorded music have reached new heights and there is no reason why they should not continue to climb. New labels have arisen and some have become firmly established. New markets have opened up and more are in prospect.

The industry hasn't been without its growing pains, however. There has been a great deal of confusion in the past as the result of different speeds, Hi-Fi, the development of pre-recorded tapes and similar technical advancements. However, while this creates headaches for the manufacturer and others in the business, it also means progress. It leads to further development and expansion in the entire industry.

The motion picture business learned that stagnation can strangle an industry. It wasn't until they finally had to face the fierce competition of other entertainment media that they began making an effort to exploit the full potential of their product. The record industry does not intend to make this mistake. Competition, technical advancement and creative effort will help insure that stagnation does not creep up on the business. Those same factors will continue to capture the imagination and attention of the public on an ever increasing scale. In this way the entire industry will continue to grow and expand.

The Entire

® DECCA RECORDS

Organization

and

All Decca

Artists

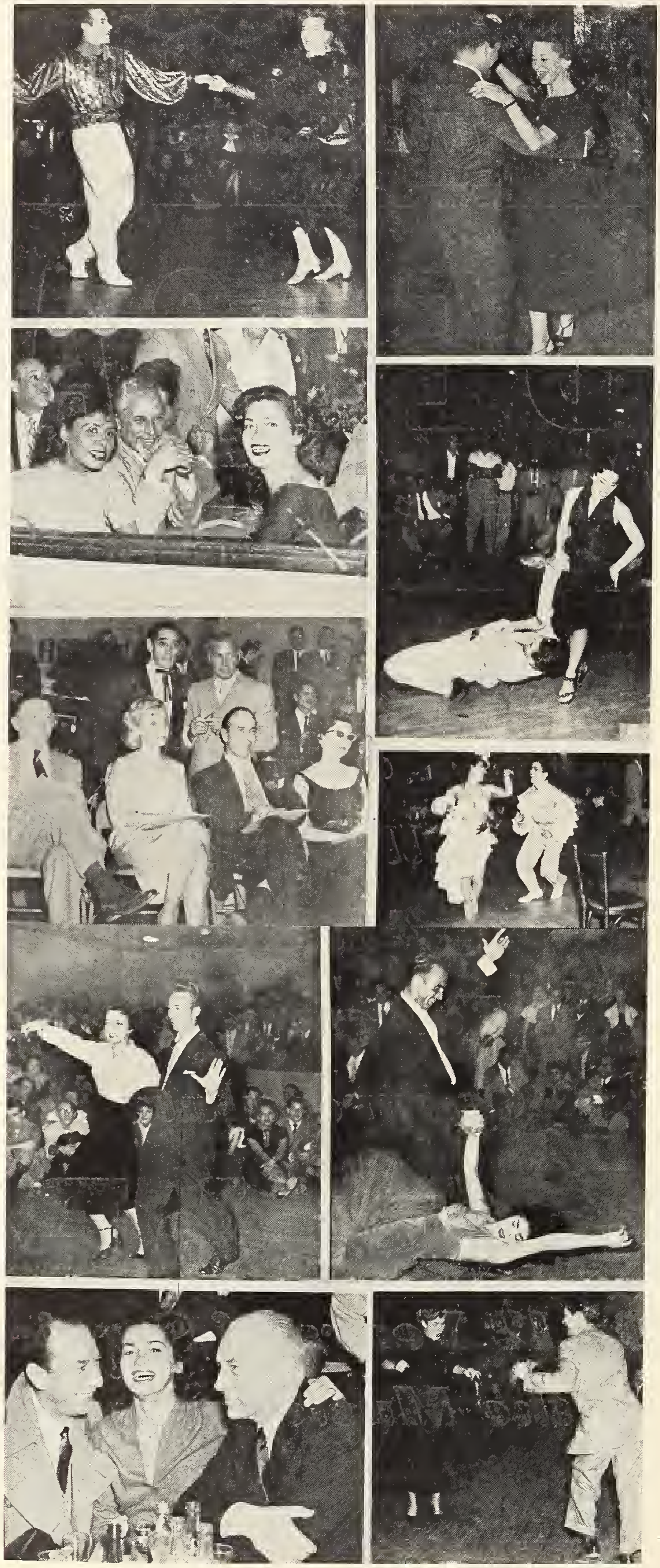
Everywhere

Congratulate

The Cash Box

On 12 Years of Service
to the Music Industry

Mambo Is Here To Stay



Seen above are some of the personalities who visited the Palladium. Mrs. Arthur (Kathryn) Murray dancing with Tito Puente, Lena Horne, Lennie Hayton, Diossa Costello, Martin Block (Maxwell Hyman, owner, directly behind Block), Denise Darcel mamboing with "Killer" Joe, George Abbott, and Jose Ferrer.

Mambo music, that infectious Latin importation that began to change the dancing habits of Miamians and New Yorkers about five years ago, has started to sweep thru the country and threatens to develop into a national craze as it moves through the big cities and into the smaller communities. True, the move into the smaller cities and towns is just beginning, and it may take sometime, but the pulsating tempo has proven its tenacity and appeal against the wall of cynicism that pervaded the public on its introduction. "Just a fad", "Too difficult to learn", and "Too wild for the masses" were just a few of the objections with which the Mambo was brushed aside. In fact, it is only at this late date that the Arthur Murray Dance Studios, having recognized the fact that Mambo is here to stay, have included it in their dance curriculum. The dance ranges from a sedate treatment for the sophisticate and more restrained dancer to the wild, uninhibited sex implied gyrations of the savage.

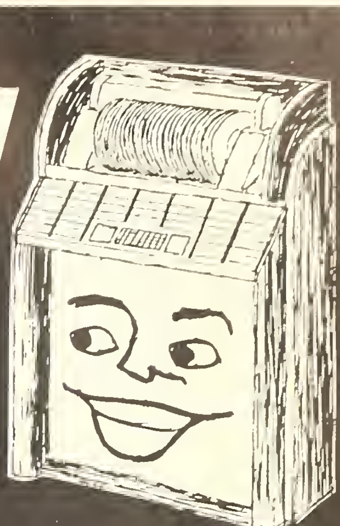
Just what is mambo music? Arsenio Rodriguez, Cuban musician who claims to have introduced the mambo when he decided to bring some variety to the usual repertoire he used to play at dances, describes mambo as coming from the saying "abrecuto y guiri mambo" (open your ears and listen), ritual beginning of the Afro-Cuban singers when engaged in song contests. The components of the mambo, Rodriguez explains, are the music of the Spanish farmers in Cuba and that of the natives of African descent.

Although Mambo music was being recorded and presented to the public as early as 1945 and 1946, it was not known as mambo music and the public danced the rhumba and guaracha to its stimulating beat. About 1948-49, America, or to be more specific, Miami and New York, became exceedingly mambo conscious. This was due, primarily, to vacationists visiting Cuba who became enthralled with the exciting dance, and the visit of Perez Prado, one of Cuba's leading arrangers, to the United States to sell his arrangements to the Latin-American type bands. Many people, close to the mambo picture, credit Prado with starting the mambo form. The startling beat caught on immediately in Miami and New York. Most of the resorts in the two states featured mambo bands with American aggregations merely as secondary supplements. The beat stayed local until about one or two years ago when suddenly Philadelphia and Baltimore became aware of it and took to the music with a fervency as exciting as the music itself. More recently, with Perez Prado again an instrumental figure, the west coast "found" the mambo. Prado, through his movie and TV work, helped open the Pacific market to volume buying. In addition, Prado received a great deal of national ublicity. This plus interior exposure ıch as the tours of Joe Loco, Tico 161 ording artist, whose piano styling ım into some of the best clubs ountry, a Latin American package which included such stars as Loco; Tito Puente (also of Tico Records); Miguelito Valdez, formerly Seeco Records and currently Mood Records; Pupi Campo, formerly Seeco Records and now with Coral; and Tito Rodriguez, formerly with Tico and at present an RCA Victor recording star; helped to introduce the colorful and savage rhythm to new audiences. Today the trend is definite and composers who until several years ago never heard of the mambo are writing mambo originals as well as offering mambo treatments of standards and classical pieces of the masters.

The advance of the status of Mambo on Broadway has been startling. The most famous mambo ballroom is the Palladium at 53rd and 54th Streets, on Broadway. There on Wednesday nights about 1200 or more people pour into the ballroom to either watch or participate in some of the wildest, most uninhibited forms of dancing ever conceived. Ages of the dancers vary from the teeners to some who appear to be sixtyish and even older. The Palladium is becoming better known via word of mouth with each passing week and every Wednesday finds initiates who came to see and leave confirmed converts. Maxwell Hyman, owner of the Palladium, has a seating section that accommodates about 200 people. This section for the most part, usually seats the visitors out for an evening that is different. Hyman caters to the mink trade, well-known sports figures, stage, screen, TV stars and other public figures. Just a few who have dropped in to see this spectacular attraction are George Abbott, Jose Ferrer, Denise Darcel, Lena Horne and husband Lennie Hayton, Ethel Smith, radio figures Bary Gray, Martin Block, etc.

Hyman, the story goes, bought the Palladium when he became intrigued with the sounds that bounced madly from an open window as he strolled down Broadway. Hyman, who insists the story is true, says he went upstairs to the ballroom, watched, and became stirred to a pitch that led to a purchase of 50% of the Palladium one hour after he had paid his way in. After several months Hyman bought the remaining 50% and applying his former business methods, new ideas and name talent such as Tito Puente, Tito Rodriguez, Joe Loco, Machito, Miguelito Valdez, Pupi Campo and Cesare Concepcion, made the Palladium over into one of the most successful attractions on the main stem. The floor show consists of an amateur contest and five or six professional dance acts. The teams combine a savage, earthy form with ballet arabesques and pirouettes that leaves the spectator breathless, exhausted and screaming "Vaya", the Latin equivalent of "Go man go". Master of Ceremonies for the show is Joe Spiro, affectionately known to the Palladium coterie as "Killer" Joe. Joe is a sensational mambo dancer who also runs a studio where he and staff impart the rudiments of Mambo to the tyros and the more intricate maneuvers to the advanced. The growth of the Cuban dance craze is made more evident when a Broadway stroller finds the Arcadia Ballroom and the famous Roseland Ballroom now catering to Latin American dancing, the conversion of the Band Box to the La Bamba, and the Palladium, all within a space of a few blocks.

keep your jukes happy all summer with the London big 6



Frank Weir

THE NEVER-NEVER LAND

backed with

THE LITTLE SHOEMAKER

VOCAL BY THE LITTLE TINKERS

1482 and 45-1482

Billy Cotton

FRIENDS and NEIGHBORS (vocal)

backed with

KITCHEN RAG (Instr.)

1473 and 45-1473

Frank Weir

THE HAPPY WANDERER

1448 and 45-1448

Vera Lynn

DU BIST MEIN LIEBCHEN

backed with

THE GREATEST LOVE OF ALL

1475 and 45-1475

Johnston Bros.

THE BANDIT

backed with

THE SECRET OF OUR LOVE

1470 and 45-1470

Joan Regan

SOMEONE ELSE'S ROSES

1401 and 45-1401

LONDON
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ffrr
Full frequency range recording

The One Factor That Never Changes

by LEONARD SCHNEIDER

It was thirty-one years ago at the old Pathe Freres Phonograph Company that I began to learn the rudiments of this fascinating business. I have never left it. Those were the days of mechanical or "acoustical" recording. In this method the direct sound pressure actuated a diaphragm which in turn did the actual inscribing. These were exciting times to a young neophyte, but as I review the many changes that have occurred since then, I realize those early days were really the horse and buggy stage of what has grown into a tremendous and stream-lined industry.

Today our delicate microphones and electronic systems, our taping process, our fine studios and advanced recording techniques are bringing to the consumer the finest sound ever attained in our industry's history. Yet, with all these changes, one factor has remained constant. That factor can best be described in the saying that's as old as our industry—It's what's *IN* the groove that counts. This has been the most important prinicple in the history of Decca, and will continue to be our rule in the future. This philosophy was our guide when we pioneered the development of the modern album, the advance of children's record, the original cast albums, the spoken word, mood music and other innovations. Our creative department is constantly striving to not only put into the groove what the public wants but also to anticipate the peoples ever changing tastes.

And so, though technological advances may in the future change the look of our product, our sights will always be on this one factor that never changes. . . . It's what's in the groove that counts!

How The Sales Department Aids A & R

by SYDNEY GOLDBERG

Close cooperation between the Sales Department and the A & R of a recording company is of utmost importance today. One of the most important functions a Sales Department plays in this relationship is the ability of its sales organization all over the country to keep the head of A & R advised as to trends and of any indications on songs that may start in a local area. Prompt reports by sales personnel, based completely on the facts as to whether a song is selling in an individual territory, have been instrumental in aiding a company, such as Decca, in getting a big piece of a hit song when it finally breaks and, in many cases, actually coming out with the record that turns out to be the top version.

Another important contribution made by the sales organization of a record company is to advise the A & R of any local talent who might be creating unusual interest, for their consideration on a national basis. There is absolutely no question that both of these departments are equally dependent upon each other. The Sales Department is only as good as the product it has to sell, which is supplied by the A & R Department, and the A & R Department is only as good as the results the Sales Department obtain on the product supplied to them. We at Decca function so closely in these two departments that in actuality they could be considered one department rather than two separate ones.

....Blooming Every Day.....BIG!!!
HER M-G-MINENCE—

Joni James

singing

"IN A GARDEN OF ROSES" and "EVERY DAY"

M-G-M Record 11753 (K-11753)

M-G-M Record 11753 (K-11753)

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

Setting Up Sales And Distribution In 1954

by JOE DELANEY

Elsewhere in this publication my current cohort, Jimmy Hilliard, describes the tribulations encountered in the launching of a new record label—from the artists and repertoire standpoint.

I would like to discuss the same problem with respect to sales and distribution. The simultaneous setting up of "X" and Groove for RCA Victor this year parallels the introduction of Coral Records by Decca in 1948. This parallel is made because "X" and RCA Victor are having the same interrelationship as these other two companies had six years ago.

Jimmy and I were together through the green years between 1948 and 1950, and then parted to go different ways. I think that Manie Sacks had an ulterior motive in re-uniting us now, feeling that Victor could avoid many of the mistakes made in the early days of Coral since it was Jimmy and myself who made most of those mistakes.

Business was extremely good in 1948 although it had begun to taper off from the 1946-1947 period when almost anything could be sold in large quantities. There were not as many labels then, but the "one-hit independents" did spark the pop business along with a big hit here and there.

The big four then are still the big four now, but the other companies were also to be reckoned with. Mercury was riding high with Frankie Laine. MGM was newly started with a distribution arrangement that had to be revised, thus causing some delay in its timetable. London, premiered during the ban to exploit pops made in England by English artists, set off a vogue that was to last several years until it could regain access to its classical catalogue. Coral was born late in 1948 and served as a medium through which Decca could reissue inactive masters by artists no longer under contract such as Woody Herman, Jimmy Dorsey, Jan Garber, Bob Crosby, etc.

However, Coral's real success was achieved with new artists rather than reissues. The early development of the Ames Brothers—now a top vocal quartet in RCA Victor's "gold record" roster—began on this little label back in 1949.

"X" likewise is an "independent" and aggressive record company, properly competitive and not afraid of experimentation and new ideas. Groove is also a separate adjunct comprising an artist roster that was formerly the RCA Victor rhythm and blues department. It is merchandised in some areas through the "X" distributor and in others, notably in the Solid South, through the regular RCA distributor.

Five single records kicked off our first release—three on "X" and two on Groove. Jimmy and I, together with Bill Darnel, visited 33 cities in 35 days opening distributors in the key marketing outlets around the country. By doing this, we achieved maximum mileage on each record and helped the distributor to get going with a minimum investment while at the same time providing a product which he could get into most of the retail and operator accounts.

"X" and Groove have both been moving steadily upward since their inception, and future prospects look even brighter. Our position has been further enhanced by the fabulous success and excellent sales reaction to the Vault Originals, a series of old-time jazz classics many of which were never before available. Besides helping to build a fine and solid catalogue, the Vault Originals afforded "X" the prestige so valuable in the growth of a new, independent label.

The majority of the record business is still in the "popular" category. The bulk of those records are sold to youngsters between the ages of 14 and 22. According to statistics, by 1960 this age group should be increased to the point where the market potential here will nearly double itself. Market conditions indicate that employment will continue to maintain a high level. Also of great value is the phonograph factor. There has been a tremendous increase in the sale of phonographs, and in the next five years more and more homes will have some kind of record-playing equipment.

Jimmy and I are confident that the record industry will reach new peaks in the years ahead. We look forward to competing for and achieving a large share of the record dollar by the basic formula of producing and merchandising a superior product through strong and active distributors.

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IN A GARDEN OF ROSES | EVERY DAY
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WHO CAN SAY! and SO MUCH MORE
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TOMMY EDWARDS
LINGER IN MY ARMS and IF YOU WOULD LOVE ME AGAIN
MGM 11763 78 rpm K 11763 45 rpm

THE CAT MEN
featuring Sam (The Man) Taylar on tenar sax
THIS CAN'T BE LOVE and PLEASE BE KIND
MGM 11758 78 rpm K 11758 45 rpm

BILLY ECKSTINE
TEMPORARILY BLUE and BELOVED
(From the MGM Film "The Student Prince")
MGM 11744 78 rpm K 11744 45 rpm
SEABREEZE and NO ONE BUT YOU
From the MGM Technicolor Film "Flame and the Flesh"
MGM11712 78 rpm K11712 45 rpm

BETTY MADIGAN
JOEY and AND SO I WALKED HOME
MGM-11716 78 rpm K-11716 45 rpm

DEAN PARKER
I'LL NEVER BE THE SAME | SIMPATICO ROMANTICO
MGM 11764 78 rpm • K 11764 45 rpm

ANN BLYTH
DEEP IN MY HEART, DEAR
MGM 30853 78 rym K 30853 45 rpm
STUDENTS MARCH SONG
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Whistling by FRED LOWERY
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ASK ME

B1293

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and
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and
I Was Burned In Carolina

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ELAINE BERGMAN
Record Promotion

Building A New Record Label

by JIMMY HILLIARD

The A & R man who is "starting from scratch" with a new label has multiple problems.

He must first be guided by the fact that a new label like "X" is designed to be one of a lasting nature, and since it is conceived as a program of permanence, then equal attention must be given to:

1. The discovery and development of new artists, which represent the power to gain acceptance by virtue of the "single" record.
2. The gradual but effective building of a catalogue which can endure over a period of years.

Taking both problems in the order of their importance, my own experience as an A & R man "starting from scratch" with Mercury, Coral and now RCA Victor's "X" label has proved to me that the development of new artists is the first big hurdle to be overcome.

The A & R man with a new label would naturally prefer to work with a small, compact roster of artists set up so that a maximum effort can be given each one in the selection of material and in promotion and exploitation. Discounting the possibility of his "stealing" a name artist from another label (which would be a fine short cut to his goal), he is forced to draw from the ranks of relatively unknown artists. Unfortunately, this field is so vast that he finds it extremely difficult to boil down the prospects to a representative number.

In many cases a new artist makes a very inauspicious debut on the new label, and the results may prove discouraging not only to the A &R man but also to the sales department and distributors as well. Oftentimes the second release fares no better, and he is then faced with the problem of justifying further consideration to the artist in question. However, there are occasions when an A & R man feels very strongly about the ultimate success of an artist despite the poor showing of the first releases and despite objections from the sound business heads who look at the sales figures. In this case, he decides to continue his efforts with the artist even though he keeps thinking of the endless line of new talent eagerly awaiting an opportunity to make records.

Drawing from my own experiences, I can recall one of the most graphic cases in which an artist justified an A & R man's belief in future success. It happened while I was with Mercury, and the artist was Patti Page.

I had signed Patti to a six-month contract calling for four sides to be recorded, but with the usual option provisions. Although Patti's first two records meant very little in the way of national sales, I prevailed upon Irving Green, president of Mercury Records, to pick up the option in view of the fact that everyone else in the organization was adamant in the opinion that "she doesn't have what it takes." Results later proved that Green and I had guessed right, and in no uncertain manner.

Once the A & R man of a new label succeeds in getting an artist or two up in the best selling lists and is fortunate enough to crash the trade charts, his task becomes somewhat simpler. He finds himself looking at a better run of songs and material from which to choose his repertoire. This situation is readily understandable since a publisher would naturally try to get his music assigned to an already accepted and well-known artist. The A & R man with the new label cannot hope to see the songs that have been labeled "exclusive" for the top recording stars of other companies. The search for outstanding material is an endless one, and it is the A & R man's prime concern. However, it should be pointed out that it is of vital importance, also, to be able to have the right artist available for the right song.

The second problem to be faced is the building of a catalogue through album sets. This requires much thought, foresight and wisdom.

The various categories of album material are so numerous, and embrace so many fields of music, that a keen analysis is necessary to determine a particular set's potential. The A & R man must be guided in all his decisions by the fact that these sets will have to be strong enough to endure over the years without benefit of delivery by "name" artists.

Another factor which has to be seriously considered is the time element in preparing albums since this type of repertoire requires planning far in advance of a proposed release date.

Which sets should be ready for the spring, summer, fall and winter? Which sets require "long pull' planning in which the sales are not particularly heavy at one time but steady over a long period? Which sets should be geared for a strong "impact" sale? Questions like these must be answered well in advance of the release date in order for the sales planning department to carry through an effective operation.

The building of a good catalogue is also extremely important to a new label because it can "cushion" the dry periods when the single sales fall off. It is vital that business does not come to a complete standstill at any one time, and therefore a careful balance must be attained between single sales and packaged merchandise.

The growth of a new label which is designed to become a permanent fixture differs from new labels which fall under the heading of "here today—gone tomorrow." If the label has an eye to the future, then the sales department must be brought into the picture. A smart A & R man realizes that a close cooperation and warm understanding between A & R and sales can and usually do mark the difference between success and failure.

Every A & R man in the record business (and especially those with a new label) is haunted throughout his entire career by the one perpetual question —"WHERE ARE THE HITS?"

If he's got them, he can sleep like a baby. If he hasn't, he reaches for the aspirin bottle.

SHOUTING FROM THE ROOF TOP
ANNIVERSARY GREETINGS......

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RCA VICTOR
FIRST IN RECORDED MUSIC
RCA ®
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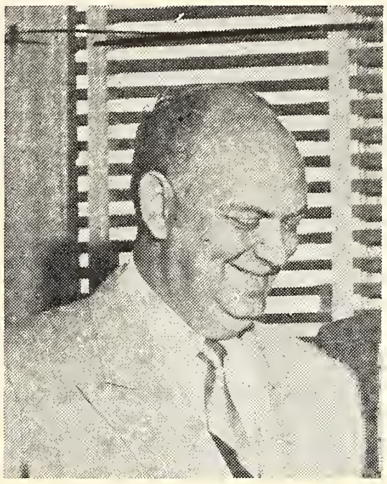
Promotion, Cooperation, Service And Work Make For A Successful Distributing Business



by JERRY BLAINE

On the subject of record distribution, let's look first at the national economic picture. The easy dollar is a thing of the past. We are faced with a situation in which we must use every ounce of intensive effort and every bit of ingenuity possible to keep our business in a sound position. Where Cosnat Distributing Corp., our own firm is concerned, we have found that there is no magic formula or short cut to success. In the nine years of our existence it has been to quote Sir Winston Churchill "blood, sweat and tears". Call it 10% inspiration, 90% perspiration; in short, awfully hard work. Today it is said and we like to feel rightfully so, that we have the most successful distributing operation in the United States. Nine years ago when we started, we formulated a plan of operation and have worked that plan ever since. In the first place our relationship with company personnel, manufacturers, dealers, and operators, has been kept on a friendly basis. In our organization the boss doesn't keep himself locked up in an ivory tower. Every one who works with me is made to feel that he is my equal. With my boys it's always Jerry, never Mr. Blaine. I want to keep it that way. I'm proud of the fact that I've never had, and don't think I ever will have an unhappy employee.

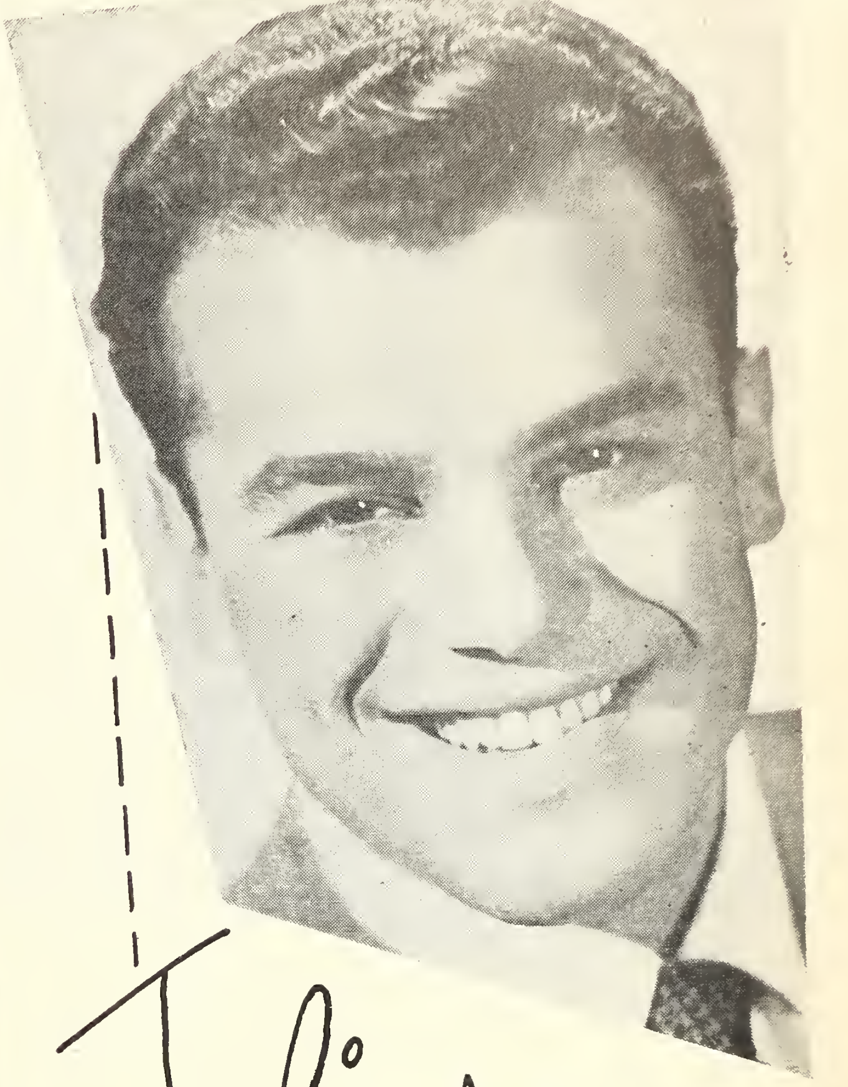
We have often been asked why we have never gone after major lines in view of the fact that our operation has been so successful. The reason is this. Our policy right from the start has been to rise or fall with the independent labels. They gave us our start when we needed them and we think we have come through for each other in good style. Close and continued cooperation on both sides has made it possible for us to conduct successful operations in New York, Newark and Philadelphia, and recently add another branch in Cleveland. We hope eventually to go further. Our expansion plan is not entirely motivated by the desire to make more money. We feel that each of our branches, going all out promotion-wise, puts our manufacturers in a stronger position since hits can only be made through constant exposure. Thus we help the manufacturers strengthen their product and help ourselves at the same time.

In the further analysis of successful distribution I would say the most important single factor is record promotion. We have given every possible thought and full attention to this phase of the business. Knowing that every record can't possibly be a hit, we plan our promotion along these lines. At a weekly meeting attended by all executives, salesmen, promotion men, counter men etc., we listen to the new samples which have come in during the week. It requires no particular genius for a group of people who live the record business to separate the "could be's" from the "dogs". Every salesman is furnished his samples, every indy and network radio station is covered, every top dee jay and librarian is alerted to the possibilities of the new releases. As a follow-up service to the stations we mail a weekly Hit Parade sheet for both Rhythm & Blues and Pops which the librarians and jocks can use as a reminder and program guide. A weekly Hit Parade sheet also is mailed to all of our dealers. This is supplemented with a bi-weekly "push" sheet for standards. We also make it a point to regularly mail out complete LP and EP catalogs. It's a lot of extra work but we have proved that the continued application of this promotion program keeps the manufacturers happy and has paid off for us. Another very important consideration in distribution is Catalog. In times like these when the business situation in general leaves much to be desired, I cannot stress too strongly the importance of pushing catalog merchandise. The distributor or salesman who thinks he can make it just selling hits is living in a fool's paradise. It just can't be done. Catalog is definitely the backbone of today's business. In conjunction with this the wide-awake distributor is also on the look-out for new items and accessories to take up the slack. A salesman will always walk out with a fairly good order if he has enough to sell regardless of conditions.

In closing I should like to touch on the importance of regular meetings in the organization. Human nature is made up in a large degree of problems and "beefs". It makes for a healthier all round condition to bring them in and talk them out. We hold branch meetings regularly every week and general meetings once a month. I know the phrase "one big happy family" is a cornball but in this instance it is a true one. Our regular meetings have much do with it.

To sum it all up I would say the success of the distributing business lies in imaginative promotion, cooperation, friendly courteous service, and work, work, work.

Best of luck to our fellow distributors and *The Cash Box* on its anniversary.



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b/w

("I GOTTA DO)
THE SOFT SHOE"

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ALLIED RECORDS
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Los Angeles, Calif.
619 W. 54th St.
New York, N. Y.

The Ingredients That Go Into A Hit

by JOE CARLTON

What makes a hit record?

I don't have an infallible answer to that question. However, I do know that there are six almighty commandments to be reckoned with in making pop records, and I am certain that a disregard for any one of them will mean the difference between a hit and a miss.

1. **Have fresh ideas—and the right ideas.** If you reach the point where you feel sure that you have a formula or know the trend of the day, that's the time to beware because the whim of the public can change faster than a tote board.

It is necessary to have a slightly impulsive, emotional flare for this business and particularly for the countless songs that come over the desk every morning. Even though you look at 600 songs a week, you still must be able to feel that personal spurt of enthusiasm when the outstanding tune comes around. Without enthusiasm there is rarely a hit, and the best place to generate it is within yourself.

Take, for example, the song "Wanted." The publisher of the tune was far from optimistic over its possibilities. I picked up a copy and suddenly felt some excitement about it. I went to Perry Como with it and told him my feelings. A wonderful thing about Perry is that while he may not share my opinions, he respects my judgment, and in this case he agreed to do the song in spite of the fact that he himself could not see it at the time. The results fortunately were very good.

2. **Have competent musical directors working for you.** I am lucky enough to have three musical geniuses and the finest A & R talents in the business working for me. They make my life simpler and my job a delight.

Hugo Winterhalter is a man I could extol forever. He is a giant among musical minds, a versatile arranger and a fine artist in his own right. In addition, he is a remarkable A & R man. He has a great song sense, a solid savvy for the music business and an approach which is both artistic and simple. The sales figures prove that he gets results, and he makes me look very good.

Henri Rene also is a tower of strength as a musical director, a conductor and an arranger. His sophistication and charm for the record idiom are wonderful; it is Henri who gives those extra touches to an Eartha Kitt record, a Tony Martin hit and an occasional Perry Como release.

Harry Geller, our west coast musical director, what a valuable and vital person! He is an expert craftsman and a whiz at artist relations. In spite of the fact that there is so much going on at the world's largest record company, Geller has all the details sifted, maintains good quality on the discs, keeps the artists happy and is a constant source of satisfaction to me.

3. **Have the support of a great organization.** Any A & R man worth his salt must give his organization the biggest part of the credit for making hits. Without promotion, without the confidence of management and the aid of administration, the A & R department could never translate a hit into sales.

At Victor I am grateful for having a powerful and efficient organization behind me. There are no individual heroes in this company, and everyone seems to realize the importance of riding the gain together.

4. **Have great artists; have their interests at heart and secure their confidence.** Eddie Fisher's "Oh, My Papa" is a good case in point. Recording this song was an overnight decision. Hugo Winterhalter and myself were convinced that it had to be a big hit, but there were many people who disagreed with us. They felt that it was the wrong type of subject material for Eddie and that the lyric was not suitable for him. Nevertheless, we persisted and Eddie rushed in from Chicago to record the song. His unwavering faith in our judgment was rewarded by sales figures exceeding 1,600,000.

5. **Know the music business.** My feeling is that the best A & R man is the one who is best informed. I always strive to keep in constant touch with the pulse of the musical world—disc jockeys, distributors, dealers and all my artists. I like to have a steady flow of information going across my desk every day.

It is necessary to watch each one of your artists closely. I put out no more than four or five records a year by each one and carefully hand pick the tunes. I don't mind being bold when it comes to a change of pace. In fact, I insist on a change of pace because I believe it is vital to maintaining interest in our artists plus preserving the public's sympathy and appreciation for something new and different.

6. **Have a good song.** After all is said and done, the song is still the piece de resistance. It makes up for a multitude of shortcomings, and you can never give it too much attention or respect.

A competent A & R man will try to see as many songs as is humanly possible. If the open-door policy becomes impractical, an appointment system can sometimes serve the same purpose.

I refuse to accept any one formula for a good song. Strict analysis won't work either. Just as you can analyze an opportunity until the opportunity disappears, you can likewise analyze songs to the point where their value becomes questionable. I believe you have to make impulsive, emotional decisions if you are to get hits. When I feel strongly about a piece of material, I go out and record it right away before the enthusiasm wears off because genuine enthusiasm must start in the A & R office if it is to travel through the organization and on to the disc jockeys, sales people, juke box operators and—we hope—the public.

It is quite dismaying when the public does not agree with you. But when you do catch a big hit, the excitement and exhilaration you feel make it all worthwhile. And somehow I have a hunch that the next couple of years are going to be very exciting and very exhilarating.

Another Kitt Shmash!

"MINK SHMINK"

b/w
"EASY DOES IT"
RCA VICTOR-20/47-5756

Eartha Kitt

Current Club And Theatre Tour

CASINO THEATRE	Toronto
MOCAMBO	Hollywood
CHICAGO THEATRE	Chicago
LATIN CASINO	Philadelphia
EL RANCHO VEGAS	Las Vegas
THE FROLICS	Salisbury Beach
CAL-NEVA LODGE	Lake Tahoe
LATIN QUARTER	Boston

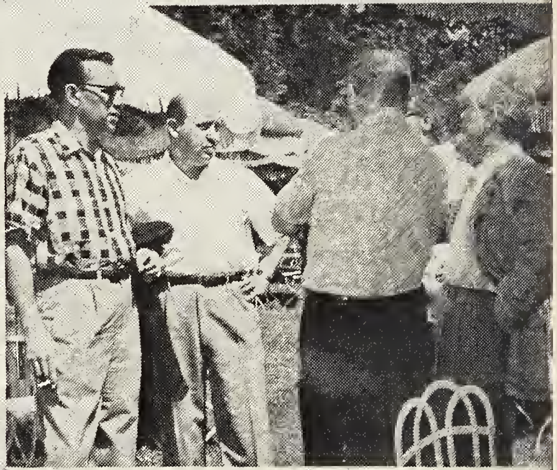
This Fall—Starring role in Broadway Play "MRS. PATTERSON"

Direction
William Morris Agency

RCA VICTOR
FIRST IN RECORDED MUSIC

Press Relations
Virginia Wicks

Annual Fred Waring Outing



SHAWNEE, PA.—At Fred Waring's annual golf tournament, music men gathered as they do each year, for a day of golf, swimming and good times. It all took place in Shawnee, Pennsylvania where after a day of athletics, the boys enjoyed a show put on by the members of the music fraternity. Above left to right are:

Top Row: (l. to r.) 1) The entire group. 2) Dee Beline, George Paxton, Julie Stearns, Johnny Desmond.

Second Row: (l. to r.) 1) Lee Gilette, Johnny Green, Ivan Mogull, Fred Waring, Artie Mogull, Marvin Cane. 2) Bob Sadoff, Bob Austin, Eddie Fisher, Hugo Winterhalter. 3) Mike Conner, Milt Gabler, Leonard Schneider (back to camera), and Fred Waring.

Third Row: (l. to r.) 1) Mitchell Ayres, Perry Como, Johnny Desmond, Fred Waring, Eddie Fisher. 2) Leo Diston, Lou DelGuercio, Mickey Addy, (The Andrews Sisters), 3) Hugo Peretti, Art Talmadge, Fred Waring, Jack Rael.

Bottom Row: (l. to r.) 1) The music men's baseball team. 2) The chorus performing at the show under the direction of Mickey Addy (left). 3) Jack Spina, Randy Wood, Fred Waring, Jerry Blaine, Ivan Mogull, and George Paxton's hair do (lower left).

Gratefully

Frankie Laine

current release

"SOMEDAY"

and

"THERE MUST BE A REASON"

Columbia
No. 40235; 4-40235

COLUMBIA RECORDS

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America's Disk Jockeys For Playing

Patricia Scot's

"Point Of No Return"

Tiffany Record 1306

Bettye Kummerle

The Problems of Starting A New Distributing Firm

by LOU BOORSTEIN

If ever you want to embark upon an adventure as full of peril as any expedition might encounter, try the independent record distributing business. From the word go, problems that seem as large as scaling the High Sierras loom on the horizon.

Obviously wanting to get into the distributing business poses the first great problem—getting lines to distribute. This is not an easy problem to solve as all good selling lines are already being distributed—and non-selling lines are not worth having. But occasionally an opportunity does arrive such as our chance to distribute Label "X" and we are ready to do business.

But being ready does not in itself produce any business. There is much groundwork that must be done first. Physical plants for the distribution must be found. Salesmen secured. Disk jockeys and radio stations contacted. And most important a working arrangement with retail stores and juke box operators established.

There in one paragraph are all the problems. But each problem begets little problems and it is a knotty, expensive and tedious process to untangle them.

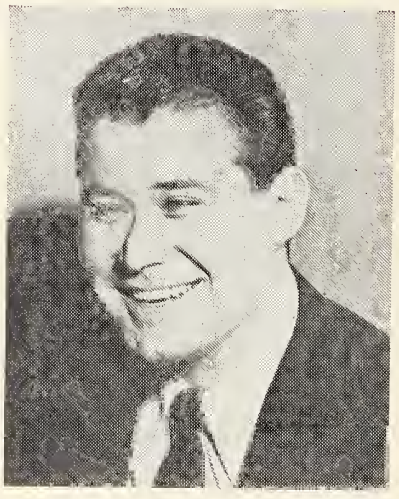
It is difficult to establish the confidence of dealers and juke box operators. It is difficult in the current market to get anyone to try a new product. So we have a dual problem of establishing a new firm and a new product simultaneously.

An awareness of the problems facing the dealers and juke box operators makes the task of solving these problems much easier.

A good product like Label "X", manufactured by a firm of impeccable reputation and distributed by a well experienced firm—though newly created for the purpose of distributing this new label—must meet with success. And as each problem is solved and the unknown quantities become known, there is the thrill and the profit of a successful business.

Despite the current low ebb of business, it is with the greatest degree of optimism that we look forward to the coming season. The record business, which is the only form of entertainment that gives people what they want when they want it, is still a great business. It is rewarding both in money and thrill to be part of it.

Making The Most Of The Artists On The Roster



by BOB THIELE

Coupling artists on a record label is certainly not a new idea. But in the past year or two, it has been more extensively done than ever before in the record business.

Coupling was at first regarded as a business booster. Offer a customer two big names for the price of one, and you have a bigger box-office potential. But a new concept has entered the practice of coupling artists—*better performance* of a tune as well as *more business*.

Take the song "Heart of My Heart", which we recorded at Coral with a new coupling of artists that we called the Three D's. "Heart" could have been done by a chorus or a quartet. But it was a natural to put together the voices of three solo recording artists—Don Cornell, Alan Dale and Johnny Desmond. The blend of these three name artists made for a great performance as well as a best-selling disk.

Similar thinking guided the selection of the artists we coupled on the Coral disk of "Pine Tree Pine Over Me", which could have been done by any chorus of mixed voices. With a Chorus, we could never have gotten the kind of recording we got out of putting together the individual talents of Johnny Desmond, Eileen Barton, and the McGuire Sisters.

Of course, coupling presents some difficult problems. I believe that we at Coral have been extremely fortunate in that our artists have been willing to blend, not only their names and royalties, but their talents as well. To get the kind of records which we have been able to produce, artists must learn how to work harmoniously together—and I must publicly proffer a bouquet to the Coral roster for their flexibility, cooperation and team work.

Without these qualities, we never could have coupled all of the artists that we have blended on Coral disks. In addition to those already mentioned, we have made records with Don Cornell and Teresa Brewer, Eileen Barton and Jimmy Wakely, Merv Shiner and the Pinetoppers, Jimmy Wakely and Lawrence Welk, and Johnny Desmond, Alan Dale and Buddy Greco.

In closing, I would like to point out that the majority of records we make at Coral are geared for juke box operators, and that such records as "Heart of My Heart" and "Pine Tree, Pine Over Me" are under three minutes in length.

THE CASH BOX
LONDON
LOW DOWN

Main topic of conversation this week has been the arrival of **Marlene Dietrich**, and the fabulous press reception given by the Cafe de Paris (where she will apear). Everybody was there. You name a reporter, and rest assured he was present along with a battery of cameramen. In a red suit and hat Marlene came down the famous stairway and was besieged by one and all. After the affair, she started rehearsing with **Peter Knight** and the orchestra and returned to her penthouse in a swanky hotel. By the way, she will be introduced on her opening night by her old friend **Noel Coward** (who supervised rehearsals). While in London Marlene will cut two albums for Philips (Columbia); one in English and one in German. On top of all that, **Norman Newell**, A&R man of Philips, is contemplating recording the whole of the first night performance. This same company is also waxing two titles from the film "The Glorious Years" sung by the star **Errol Flynn.**

The sensational **Mantovani** is working on two wonderful projects. One is a movie which is being made in Italy and Germany and stars the maestro and his music and **Vicco Torriani**, the International singing star. Sound tracks have been recorded in London, this week, and Monty is flying to Italy to take part in the film. The other item, just as important, is the definite signing of a contract for his appearance in Canada at the end of September when he will give three concerts conducting the sixty piece Montreal Orchestra. He will also appear in Quebec and Toronto. From there he hopes to go to the United States for personal appearances on TV and with D.J.'s. So look out fellas. You'll meet one of the nicest guys in the business.

Have just heard what I think will be the next big **Chacksfield** hit. Bigger than "Limelight" and bigger than "Ebb Tide." Sorry, no title yet! . . . **Billy Eckstine** and the **Stargazers** will give a concert in Blackpool this Sunday. Those Stargazers are really working hard.

Johnny Johnston should be very happy with three records on "Friends and Neighbors." His trip was certainly worth while. . . . Capitol label has a good team in **Betty Hutton** and **Tennessee Ernie**. Their new waxing of "This Must Be The Place" and "The Honeymoon Is Over" should do good business here. . . . **Mildred Joanne Smith** appearing in a new revue "Cockles And Champagne." The revue has in it some of the most beautiful girls in show business. . . . **Mary Lou Williams** has opened at the Boeuf Sur Le Toit in Paris in the spot left vacant by the sudden death of **Garland Wilson.**

This week's best selling pop singles.

(Courtesy New Musical Express.)

1) "Secret Love" ....
DORIS DAY
2) "Such A Night" ....
JOHNNIE RAY
3) "Friends And Neighbors" ....
BILLY COTTON
4) "Wanted" ....
PERRY COMO
5) "The Happy Wanderer" ....
OBENKIRCHEN
CHILDREN'S CHOIR
6) "I Get So Lonely" ....
FOUR KNIGHTS
7) "Someone Else's Roses" ....
JOAN REGAN
8) "Heart Of My Heart" ....
MAX BYGRAVES
9) "Cara Mia" ....
DAVID WHITFIELD
& MANTOVANI
10) "Changing Partners" ....
KAY STARR

← Sales and Plays Indicate

←------ Another #1 for

Kitty Kallen

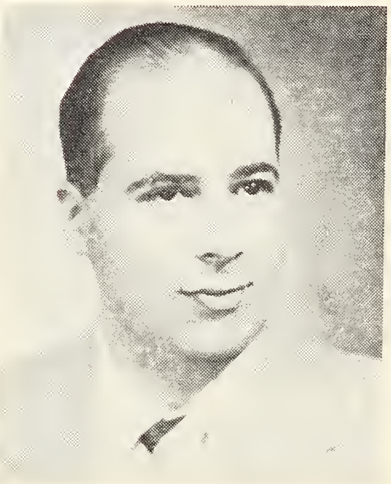
Singing

CHAPEL IN THE MOONLIGHT

DECCA-29130

DECCA RECORDS

The Problems Of Launching A New Indie Disk Firm



by LEONARD WOLF

I am very flattered that The Cash Box has asked me to write a brief article on the problems confronting a young independent record company. The 'indies' during the past four or five years have really come into their own and are generally accepted today as a major influence in the industry. Let me preface what I'd like to say on the subject by first stating that there are hundreds of independent labels in existence today . . . some very successful, some moderately successful and some which unhappily are going to find it difficult to survive. Probably their success or failure will depend to a great measure on how they solve the points I would like to touch upon here.

In my opinion the most important problem is that of distribution. It is common knowledge that there aren't enough distributors to take care of the large number of independent labels now active. It is an extremely tedious chore, therefore, for a new company to get out into the field and gain acceptance with distributors, deejays and juke-box operators. This is perhaps one of the few businesses where a perfect product from both an artistic and technical standpoint can be completely by-passed without proper exposure and sound distribution. To emphasize the acuteness of this problem merely advise your friends in the business that you are about to launch a new record company and the first question that will be thrown at you will be "lots of luck pal, but what are you going to do for distribution?".

The next problem is that of the product itself—this is the means by which the brave new diskery hopes to find its way to the pot of gold at the end of the rainbow. It may attempt to achieve this goal either through long-range planning or by a policy of sheer speculation. It is imperative that the indie turn out a quality disk featuring a top rate performance if he is to get the necessary exposure that will create attention. He cannot afford the luxury of covering hits—he must create them. I'd like to point out that when an independent label has one or two top names on its talent roster to start with, the big part of this problem is solved inasmuch as the buying public has already accepted the stars. Surveys have proved that the record fan is attracted to the artist and to the material and not to the name of the record label. I feel rather lucky that when we launched Audivox Records some fourteen months ago I had the pleasure of representing two of the top names in the music business—the very versatile Dorothy Collins and the very creative Raymond Scott. Dorothy had already become America's Sweetheart through the medium of television and Raymond's own name had for years been synonymous with the very finest in musical entertainment.

Perhaps I am not qualified to say whether a new company is wiser to take the long range planning point of view or the speculative one, however I have learned that it is very desirable to build a steady selling catalogue as this can represent a tremendous amount of plus business. In short it is my feeling that while any given record can make the grade overnight, building a successful record company—just like building a sturdy house—should be done step by step and over a period of time.

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THE CASH BOX Album Reviews

POPULAR

FRANK CHACKSFIELD—"Evening In Paris"—and his Orchestra—London LL997 (12" LP) List: $5.95

MADEMOISELLE DE PARIS; TELL ME THAT YOU LOVE ME TO-NIGHT; MY PRAYER; VOUS QUI PASSEZ SAN ME VOIR; PIGALLE; LA VIE EN ROSE; BOOMI; CA C'EST PARIS; J'ATTENDRAI; VALENTINE; LA SEINE; PARLEZ-MOI D'AMOUR; CLOPIN-CLOPANT; CAN-CAN.

Frank Chacksfield achieved international prominence when he clicked twice in a row with "Terry's Theme From Limelight" and "Ebb Tide." His beautiful arrangements since the pair of top tunes have been strong sellers. On this album, Mr. Chacksfield takes the listener on a musical tour through Paris. The fourteen sumptuous selections offered here all French favorites that listeners never seem to get enough of. The music is smooth and warm and makes for an hour of enchanting listening. London has a big seller in this one.

BORRAH MINNEVITCH and his Harmonica Rascals—Capitol H 490 (10" LP) List: $3.00

PERFIDIA; WARSAW CONCERTO; CARAVAN; ANITRA'S DANCE; FANTASIE-IMPROMTU; MALAGUENA; JAMAICAN RHUMBA; SONG OF INDIA.

Borrah Minnevitch and his Harmonica Rascals are one of the top theatrical acts all over the world. The group is credited with giving more status to the harmonica than any other. Here the masters of the mouth organ choose eight of Minnevitch's favorite numbers, classical and popular, and render them in their unique and exciting fashion. A great treat for harmonica lovers. Thrills from beginning to end. We go in a big way for "Song Of India." Any one of these selections should act as an excellent demonstrator.

LOUIS ARMSTRONG and the MILLS BROTHERS—Decca DL-5509 (10" LP) List: $3.00

MARIE; CHERRY; MY WALKING STICK; THE FLAT FOOT FLOOGEE; THE SONG IS ENDED; BOOG-IT; IN THE SHADE OF THE OLD APPLE TREE; DARLING NELLIE GRAY.

Here's a platter that record collectors are gonna consider a must. One of the greatest of all jazz musicians, Louis Armstrong, teams up with one of greatest pop quartets, the Mills Brothers, to run through eight favorites. The artists work together in such a relaxed and perfect manner, that one would think they've been a team for years. Platter is a delight from start to finish. Although all of the sides are sure to please, we go for "Marie" in a big way.

EDITH PIAF—"Bravo Pour Le Clown"—Angel 64005 (10" LP) List: $3.95

LA GOUALANTE DU PAUVRE JEAN; ET MOI; N'Y VA PAS MANUEL; LES AMANTS DE VENISE; L'EFFET QU'TU M'FAIS; JEAN ET MARTINE; JOHNNY, TU N'ES PAS UN ANGE; BRAVO POUR LE CLOWN.

Edith Piaf is the reigning sovereign of French popular music. Her unique style and expression which she offers on songs of gayety, sadness and other subjects, is unequalled by any chanteuse in France today. And her popularity is not only limited to France, but is constantly growing throughout the world. On this album, the singing great presents eight songs, many of which she often performs on stage. Exciting half hour of listening which her fans will buy up like hot cakes. A limited but very local market awaits such a package.

"INVITATION TO ROMANCE"—Piano Moods by Consuelo Velasquez—RCA Victor LPM 3196 (10" LP) List: $3.15

CHERRY PINK AND APPLE BLOSSOM WHITE; YOU TOO, YOU TOO; THE SONG FROM MOULIN ROUGE; MAR Y CIELO; THE TERRY THEME; NI POR FAVOR; ANNA; BONITO Y SABROSO.

Consuelo Velasquez, one of Mexico's most beautiful and accomplished pianists, and the author of the Latin standard "Besame Mucho," offers an "Invitation to Romance" as she presents a number of popular tunes in her inviting piano technique. The artist has a light and most pleasing touch and gives these familiar melodies a new feeling. Some of the tunes get an inspiring rhythm background. Album notes are in both English and Spanish. Disk should enjoy a healthy sale in Mexico and other Latin-American countries as well as in the U. S.

BETTY BENNETT—Trend TL-1006 (10" LP) Composers Series—List: $3.00

REMIND ME; SURE THING; WHEN I FALL IN LOVE; ONE HUNDRED YEARS FROM TODAY; SOME OTHER TIME; TIME AFTER TIME; NOBODY'S HEART; YOU'RE NEARER.

The mood of this album is romance. Vocalist Betty Bennett, who has performed with such bands as Georgie Auld, Claude Thornhill, Alvino Rey, Woody Herman and many others, solos on wax for the first time by offering the ballads of Richard Rodgers, Jerome Kern, Victor Young and Jules Styne. Arrangements are by Andre Previn. Excellent choice of standards. Thrush has a good feeling for such songs. String quintet supplies the backdrop.

HARRY BELAFONTE—RCA Victor EPA 559 (7" 45-EP) List: $1.50

DELIA; THE DRUMMER AND THE COOK; KALENDA ROCK; THE FOX.

Harry Belafonte is one of the truly great talents around today. Although he has not had the "million sellers," he has a vast following of youngsters and adults alike. Few, if any artists can do as much with a folk song as this youngster. He digs out the true meaning of such tunes. His voice is unique and carries an enveloping excitement with it. This EP should do very well.

BILLY DANIELS—"Midnight Moods"—Mercury EP-1-3200 (7" 45 EP) List: $1.50

GAME OF LOVE; THIS IS MY BELOVED; I STILL GET A THRILL; MELANCHOLY BABY.

Billy Daniels, "Mr. Magic," dishes up four terrific items in his personality packed style. The scintillating songster really puts great feeling into every number. Exciting deck with a ready market.

THE CASH BOX Album Reviews

RUSS CASE—"Sleepy Serenades"—"X"-EXA 3 (7" 45 EP) List: $1.50

SLEEPY SERENADE; PENTHOUSE SERENADE; LAMPLIGHTERS SERENADE; MOONLIGHT SERENADE.

Music with a universal message of romance is the material that Russ Case and the Orchestra so capably present on this EP. These four "Serenades" are probably four of the most popular ever written. Excellent background music for the quiet and relaxing hours.

CLASSICAL

SHOWPIECES FOR ORCHESTRA Vol. 2—Alfred Wallenstein and the Los Angeles Philharmonic Orchestra—Decca DL 9728 (12" LP) List: $5.85

CHABRIER: MARCHE JOYEUSE; ESPANA RAPSODIE. SMETANA: THE BARTERED BRIDE—OVERTURE; POLKA; FURIANT; DANCE OF THE COMMEDIANS. BERLIOZ: FROM 'THE DAMNATION OF FAUST'—HUNGARIAN MARCH; MINUET OF THE WILL-O'-THE-WISPS; DANCE OF THE SYLPHS. CHABRIER: HABANERA. SMETANA: THE MOLDAU.

Decca issues Volume 2 is its "Showpieces For Orchestra Series," offering a number of classics as presented by Alfred Wallenstein and the Los Angeles Philharmonic Orchestra. Because of the technical advances in recording, reproducing sound, and recording equipment, Decca presents these specific selections because they show the orchestra at its most brilliantly dynamic and colorful best. Pieces are from the best of classics and Mr. Wallenstein's accomplishments as a conductor are too numerous to mention in this small space. A treat for classical enthusiasts. Pieces are among the more frequently heard classics and therefore should also appeal to many other listeners who are not of the long-hair set.

JAZZ

ARTIE SHAW and his GRAMERCY FIVE—#1 & 2—Clef MG C-159 & MG C-160—(2-10" LPs) List: $3.85 each

#1: SEQUENCE IN B FLAT; I'VE GOT A CRUSH ON YOU; THE SAD SACK.
#2: WHEN THE QUAIL COME BACK TO SAN QUENTIN; TENDERLY; SUNNY SIDE UP; AUTUMN LEAVES.

In the Summer of 1953, Artie Shaw opened at the Embers in New York, an opening which attracted celebrities from all parts of the country. His stay at the nitery was one of the biggest attractions of the season and the business the club did proved that. For his own pleasure, and to have a documentation for the future, Shaw recorded everything the new group had in its book. There were new tunes, old Gramercy Five standards brought out in new dress, and some of Shaw's big band material revised for the quintet. These two individually sleeved singles offer some of the material emanating from the performances. A juicy acquisition for Shaw lovers.

SLIM GAILLARD—"Wherever He May Be"—Norgran MG N-13 (10" LP) List: $3.85

I CAN'T GIVE YOU ANYTHING BUT LOVE; YOU GOOFED; MAKE IT DO; THIS IS MY LOVE; I'M IN THE MOOD FOR LOVE; YO YO YO; CHICKEN RHYTHM; GO MAN GO.

One of today's most fascinating and humorous performers is the one and only Slim Gaillard. His comedy in music, his unique phases, and the "crazy" way he plays every band instrument has earned him a most loyal following. He's been held over at almost every night spot he's appeared in. Slim dishes up eight pieces of musical nonsense and comedy on this Norgran platter. The artist has a limited following, but every fan of his finds it a must to get everything the "jivester" cuts.

"NEW ORLEANS TO LONDON"—Ken Colyer's Jazz Men—London LB-904 (10" LP) List: $3.95

GOIN' HOME; HARLEM RAG; STOCKYARDSTRUT; EARLY HOURS; ISLE OF CAPRI; LA HARPE STREET; CATARACT RAG; TOO BUSY.

Ken Colyer and his Jazz Men have been ranked by many authorities as the English aggregation which most closely recaptures the true spirit and feeling of New Orleans Jazz. The group is excellently coordinated and dishes up some good rags and blues. It is interesting to note that the crew does not use a piano, an instrument which early jazz bands also did without. An interesting view of jazz by a British group. Fitting for a collector's library.

MOVIE SCORE

SEVEN BRIDES FOR SEVEN BROTHERS"—Jane Powell, Howard Keel and the Original MGM motion picture cast. MGM E 244 (10" LP) List: $3.00

WHEN YOU'RE IN LOVE; JUNE BRIDE; SPRING, SPRING, SPRING; SOBBIN' WOMEN; GOIN' CO'TIN'; WONDERFUL, WONDERFUL DAY; BLESS YORE BEAUTIFUL HIDE; LAMENT.

In a few weeks, MGM will premiere a high flying new musical called "Seven Brides For Seven Brothers". Lyrics were written by Johnny Mercer and music by Gene de Paul. On this LP, MGM offers the original cast as recorded directly from the soundtrack of the flicker. Jane Powell and Howard Keel, the stars of the film, are superb on this inviting score. People who see the movie will definitely want this package. The diskery has been currently successful with the sound track album of "Rose Marie". This album should enjoy a big sale too.

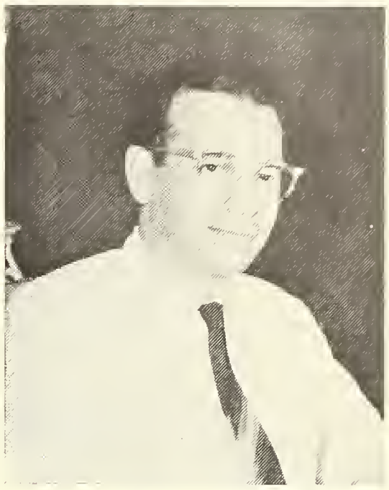
BLUES

DINAH WASHINGTON—"The Blues"—Mercury EP-1-3207 (7" 45-EP) List: $1.50

LONG JOHN; TROUBLE IN MIND; BLOW TOP BLUES; THE RICHEST GUY IN THE GRAVEYARD.

Dinah Washington is definitely one of the most popular female blues singers in the country. Her dynamic style is always a treat to the listener. Here the "Queen Of The Blues" belts out a quartet of zestful bluesy items. Her fans are gonna love these.

Pop Record Promotion—A 3-D Business



by MIKE CONNER

The word "promotion"—in the pop single record business—encompasses a wide and varied field. It is management's job to decide to whom its effort, including time and money, should be devoted.

It wasn't too many years ago that a record dealer was the acknowledged leader in the race to get disks into the consumer's home. In those days the customer would come into a record shop with an open mind. Open, that is, to all the promotional streamers, displays, etc. that the disk companies poured into the dealer's hands. Every dealer, every sales person, had an opportunity to build his own hits, and it was to him that the bulk of our promotional material was directed.

Later on the juke-box rage swept the country. The kids began to put their nickles in the pretty colored boxes. If you got your record in a juke-box it would be heard, and the guys and gals would often buy the records they had danced to the night before. Record executives took notice of the new trend, and the juke-box operator became an important facet of promotion.

While all of this coin machine activity was taking place, slowly but surely another group was coming into prominence. The voice of the disk jockey was heard in the land. From its unimportant beginning as a filler-in between big programs, the recorded music show had come into its own. The platter spinner had become a celebrity in the eyes and ears of the kids. No longer did they go into the music stores ready to be sold. They generally knew what they wanted, they had heard most of what there was to be heard, and they knew almost as much about the pop records as the fellow behind the counter. After watching this turn of events warily for some time, the record companies finally conceded that the deejay was here to stay.

Thus we see expansion of the promotion field from its concentration in one direction to three. We at Decca feel we must retain our three-directional efforts. We're of the firm opinion that no one group has taken the place of another, but that each has its own place in our plans, all equally important.

The disk jockey has continued his steady growth. His is the power to make an artist and/or record. There are occasions that the concentration of just one deejay in just one area has started a newcomer on the road to stardom. It is usually because of him that the pop customer enters the store in the first place, with definite likes and dislikes, influenced by his favorite jockey. But the juke-box business is still big business. It serves not only as a means of keeping our top records in front of the consumer, but also as an indication of the public's own personal tastes, and thus as a guide for future recording plans. Once a customer is in the store, proper exploitation through the dealer still pays off. His display material helps in reminding the buyer of additional single records that may have slipped his mind, and of course it is all-important in selling special and album products that are not given radio exposure.

We think we have our promotional balance all worked out, but how can anyone sit back and relax? We keep looking for new trends to develop—and they probably will!

Congratulations
TO OUR GOOD FRIENDS AT
"The Cash Box"
Lew Douglas
Glory Fox
Frank LaVere

"HOW LONG"

written by

Pee Wee King
Chas. Covington

recorded by

PEE WEE KING and BAND
RCA VICTOR

•

JAN GARBER & ORK.
DOT

•

NOEL BOGGS & ORK.
COLUMBIA

★

Still Going Strong
"STRANGER IN MY HOME"
recorded by
RED FOLEY - KITTY WELLS
on DECCA

★

RIDGEWAY MUSIC CORP.
6087 SUNSET BLVD
HOLLYWOOD 28 CALIF.

Indie Firms Will Continue To Grow

by DAVE MILLER

In the past 2 or 3 months the music business has without question felt the effects of the general downturn in business activity. Quite naturally the independent manufacturer and distributor felt it first because of the lack of substantial catalogue items to sustain them. It may be interesting to look back to a similar drop in sales for the last quarter of 1948, up to the month when the Korean War accelerated the defense spending and created the record boom that has apparently lost its peak in recent weeks.

There are a number of factors that lend encouragement to the independent picture during the present slump as compared with the 1948-49 situation. While the smaller firms do not have extensive catalogues, they do not have the inflated overhead and high salaried personnel that the larger firms must maintain to function. This flexibility has proven a blessing in lean periods.

Another factor over the 1948-49 picture is that the independent distributors, are for the majority, in a better financial condition and are better trained to operate on a more profitable basis.

Of course the disk jockey has probably been the biggest single factor in the rise of the indies. The stigma of not playing "nondescript" records has been lifted from the turntables and the deejay and program director realizes that his better show comes from programming any record in good taste that the public wants to hear.

There is no question that business will pick up in the coming weeks. This optimistic outlook prevails throughout our industry and the business world in general. I believe I speak for the majority of independent manufacturers when I say that while these temporary lulls may come and go, the independent firms will continue to grow as a more important factor in the music industry.

CONGRATULATIONS
TO
THE CASH BOX
ON THEIR
12th ANNIVERSARY ISSUE
Sid Talmadge Bob Field
Joe Rosenfeld
RECORD MERCHANDISING CO.
2580 W. Pico Blvd.
Los Angeles 6, Calif.

THE CASH BOX
Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending June 26 without any changes on the part of THE CASH BOX.

Tom Edwards
WERE—Cleveland, Ohio

1. Three Coins In The Fountain (Four Aces)
2. Hernando's Hideaway (Bleyer)
3. Little Things Mean A Lot (Kitty Kallen)
4. My Heart Tells Me (Joe Foley)
5. In A Garden Of Roses (Joni James)
6. Wait For Me Darling (Gibbs)
7. Someone Else's Roses (D. Day)
8. Sway (Dean Martin)
9. The Little Shoemaker (Gaylords-Winterhalter)
10. Unforgettable (Dick Hyman Trio)

Johnny Wilcox
KBOL—Boulder, Colo.

1. Little Things Mean A Lot (Kitty Kallen)
2. Hernando's Hideaway (Bleyer)
3. Green Years (Eddie Fisher)
4. I Understand Just How You Feel (Four Tunes)
5. Joey (Betty Madigan)
6. If You Love Me (Kay Starr)
7. The Happy Wanderer (Weir)
8. Three Coins In The Fountain (Frank Sinatra)
9. Isle Of Capri (Duke Ellington)
10. Dream, Dream, Dream (Percy Faith)

Ralph Phillips
WFBR—Baltimore, Md.

1. Little Things Mean A Lot (Kitty Kallen)
2. The Happy Wanderer (Weir)
3. Three Coins In The Fountain (Four Aces)
4. Hernando's Hideaway (Bleyer)
5. If You Love Me (Kay Starr)
6. The Man Upstairs (Kay Starr)
7. Isle Of Capri (Jackie Lee)
8. Young At Heart (F. Sinatra)
9. Wanted (Perry Como)
10. Here (Dean Martin)

Ray Perkins
KIMN—Denver, Colo.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Wanted (Perry Como)
4. The Happy Wanderer (Weir)
5. Young At Heart (F. Sinatra)
6. Cross Over The Bridge (Page)
7. Hernando's Hideaway (Bleyer)
8. I Get So Lonely (4 Knights)
9. If You Love Me (Kay Starr)
10. Joey (Betty Madigan)

Arty Kay
WVLK—Lexington, Ky.

1. Little Things Mean A Lot (Kitty Kallen)
2. Hernando's Hideaway (Bleyer)
3. Three Coins In The Fountain (Four Aces)
4. Make Love To Me (Stafford)
5. Here (Tony Martin)
6. The Man With The Banjo (Ames Bros.)
7. If You Love Me (Kay Starr)
8. Green Years (Eddie Fisher)
9. Cross Over The Bridge (Page)
10. Jilted (Teresa Brewer)

Donn Tibbetts
WKBR—Manchester, N. H.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Hernando's Hideaway (Bleyer)
5. It Happens To Be Me (Cole)
4. The Never-Never Land (Weir)
6. My Friend (Eddie Fisher)
7. There Never Was A Night So Beautiful (Perry Como)
8. Gilly Gilly Ossenfeffer (Four Lads)
9. In A Garden Of Roses (Joni James)
10. Sh-Boom (Crew-Cuts)

Sherm Feller
WVDA—Boston, Mass.

1. The Little Shoemaker (Hugo Winterhalter)
2. Hernando's Hideaway (Bleyer)
3. Little Things Mean A Lot (Kitty Kallen)
4. Joey (Betty Madigan)
5. Meadowlark (Richard Maltby)
6. Make Her Mine (Nat Cole)
7. When I Needed You Most (Mariners)
8. My Friend (Eddie Fisher)
9. Crazy 'Bout You, Baby (Crew-Cuts)
10. There Never Was A Night So Beautiful (Perry Como)

Ira Cook
KABC—KMPC—Hollywood, Calif.

1. Three Coins In The Fountain (Four Aces)
2. Hernando's Hideaway (Bleyer)
3. Little Things Mean A Lot (Kitty Kallen)
4. If You Love Me (Kay Starr)
5. The Happy Wanderer (Weir)
6. The Man With The Banjo (Ames Bros.)
7. Here (Tony Martin)
8. I Understand Just How You Feel (Four Tunes)
9. Point Of Order (Stan Freberg)
10. Isle Of Capri (Gaylords)

Allan Berg
KRKD—Los Angeles, Calif.

1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. The Happy Wanderer (Weir)
4. Hernando's Hideaway (Bleyer)
5. If You Love Me (Kay Starr)
6. Young At Heart (F. Sinatra)
7. Goodnight Sweetheart, Goodnight (Sunny Gale)
8. Hit And Run Affair (P. Como)
9. Green Years (Eddie Fisher)
10. Joey (Betty Madigan)

Bill Burns
WQAM—Miami, Fla.

1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Wanted (Perry Como)
4. If You Love Me (Kay Starr)
5. Hernando's Hideaway (Bleyer)
6. The Happy Wanderer (Weir)
7. Young At Heart (F. Sinatra)
8. The Isle Of Capri (Gaylords)
9. I Get So Lonely (4 Knights)
10. Cross Over The Bridge (Page)

Walt Gaines
WCSS—Amsterday, N. Y.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. The Happy Wanderer (Weir)
4. Hernando's Hideaway (Bleyer)
5. Wanted (Perry Como)
6. Here (Tony Martin)
7. If You Love Me (Vera Lynn)
8. I Get So Lonely (4 Knights)
9. Cross Over the Bridge (Page)
10. Young At Heart (Bing Crosby)

Lou Barile
WKAL—Rome, N. Y.

1. The Happy Wanderer (Weir)
2. Little Things Mean A Lot (Kitty Kallen)
3. Three Coins In The Fountain (Four Aces)
4. Crazy 'Bout You, Baby (Crew-Cuts)
5. Hernando's Hideaway (Bleyer)
6. I Understand Just How You Feel (June Valli)
7. Make Her Mine (Nat Cole)
8. If You Love Me (Kay Starr)
9. Here (Tony Martin)
10. The Man Upstairs (Kay Starr)

Wally Nelskog
KJR—Seattle, Wash.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Love I You (The Gaylords)
4. Crazy 'Bout You, Baby (Crew-Cuts)
5. Hernando's Hideaway (Bleyer)
6. Walking Doll (Larry Wagner)
7. Face To Face (G. MacRae)
8. The Man Upstairs (Kay Starr)
9. I Was Meant For You (Four Knights)
10. I Complained (Stuart Rose)

Hugh Cherry
WMAK—Nashville, Tenn.

1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Lonely Nights (Fontane Sist.)
4. The Happy Wanderer (Weir)
5. Green Years (Eddie Fisher)
6. I Understand Just How You Feel (Four Tunes)
7. Goodnight Sweetheart, Goodnight (Ella Mae Morse)
8. Hernando's Hideway (J. Ray)
9. Sweetheart (Hilltoppers)
10. Little Shoemaker (Hugo Winterhalter)

Barry Kaye
WJAS—Pittsburgh, Pa.

1. Hernando's Hideaway (Bleyer)
2. Little Things Mean A Lot (Kitty Kallen)
3. Three Coins In The Fountain (Four Aces)
4. Make Her Mine (Nat Cole)
5. I Understand Just How You Feel (Four Tunes)
6. Take Everything But You (Kitty Kallen)
7. The Happy Wanderer (Weir)
8. Joey (Betty Madigan)
9. Poor Butterfly (Hilltoppers)
10. Isle Of Capri (Jackie Lee)

Don Bell
KRNT—Des Moines, Iowa

1. Three Coins In The Fountain (Four Aces)
2. The Happy Wanderer (Weir)
3. The Man With The Banjo (Kay Starr)
4. Little Things Mean A Lot (Kitty Kallen)
5. Hernando's Hideaway (Bleyer)
6. Wanted (Perry Como)
7. Isle Of Capri (Gaylords)
8. If You Love Me (Kay Starr)
9. Young At Heart (F. Sinatra)
10. Jilted (Teresa Brewer)

Bill Phillips
WBAX—Wilkes-Barre, Pa.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Young At Heart (F. Sinatra)
4. The Happy Wanderer (Weir)
5. Hernando's Hideaway (Bleyer)
6. Make Her Mine (Nat Cole)
7. The Man Upstairs (Kay Starr)
8. I Really Don't Want To Know (Paul-Ford)
9. Cross Over The Bridge (Page)
10. Wanted (Perry Como)

Jimmy Lowe
WRR—Dallas, Tex.

1. Little Things Mean A Lot (Kitty Kallen)
2. Hernando's Hideaway (Bleyer)
3. Three Coins In The Fountain (Four Aces)
4. Goodnight Sweetheart, Goodnight (Spaniels)
5. I Understand Just How You Feel (Four Tunes)
6. The Happy Wanderer (Rene)
7. All Or Nothing At All (Foley)
8. If You Love Me (Kay Starr)
9. Joey (Betty Madigan)
10. Wanted (Perry Como)

Wallie Dunlap
WILC—Bridgeport, Conn.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. I Understand Just How You Feel (June Valli)
4. Crazy 'Bout You, Baby (Crew-Cuts)
5. Hernando's Hideaway (Bleyer)
6. If You Love Me (Kay Starr)
7. The Happy Wanderer (Weir)
8. Joey (Betty Madigan)
9. Green Years (Eddie Fisher)
10. Isle Of Capri (Gaylords)

Chuck Norman
WIL—St. Louis, Mo.

1. Hernando's Hideaway (Bleyer)
2. I Understand Just How You Feel (Four Tunes)
3. Little Things Mean A Lot (Kitty Kallen)
4. Wedding Bells (Four Aces)
5. Some Day (Frankie Laine)
6. The Happy Wanderer (Weir)
7. It Happens To Be Me (Cole)
8. Three Coins In The Fountain (Frank Sinatra)
9. If You Love Me (Kay Starr)
10. Crazy 'Bout You, Baby (Crew-Cuts)

Jackson Lowe
WUST—Washington, D. C.

1. Little Things Mean A Lot (Kitty Kallen)
2. I Could Have Told You (Frank Sinatra)
3. Here (Tony Martin)
4. Joey (Betty Madigan)
5. Three Coins In The Fountain (Four Aces)
6. Wanted (Perry Como)
7. Young At Heart (F. Sinatra)
8. There Never Was A Night So Beautiful (Perry Como)
9. Cross Over The Bridge (Page)
10. Make Her Mine (Nat Cole)

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending June 26 without any changes on the part of THE CASH BOX.

Warren Stamper
WEBK—Tampa, Fla.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. If You Love Me (Kay Starr)
4. Hernando's Hideaway (Bleyer)
5. Young At Heart (F. Sinatra)
6. The Man With The Banjo (Ames Bros.)
7. Make Love To Me (Stafford)
8. The Happy Wanderer (Weir)
9. Wanted (Perry Como)
10. Green Years (Eddie Fisher)

Bill Stell
WSVS—Crewe, Va.

1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Cross Over The Bridge (Page)
4. Make Love To Me (Stafford)
5. Crazy 'Bout You, Baby (Crew-Cuts)
6. I'm Glad There Is You (Frank Sinatra)
7. Wedding Bells (Four Aces)
8. Wanted (Perry Como)
9. I Should Care (Jeff Chandler)
10. Jilted (Teresa Brewer)

Sammy Taylor
KWJJ—Portland, Ore.

1. Little Things Mean A Lot (Kitty Kallen)
2. Secret Love (Doris Day)
3. Three Coins In The Fountain (Julius La Rosa)
4. Poor Butterfly (Hilltoppers)
5. Joey (Betty Madigan)
6. Every Day (Joni James)
7. Some Day (Frankie Laine)
8. Sway (Dean Martin)
9. Hernando's Hideaway (Bleyer)
10. The High And The Mighty (Johnny Desmond)

Robin Bonneau
WKXL—Concord, N. H.

1. Little Things Mean A Lot (Kitty Kallen)
2. The Happy Wanderer (Rene)
3. In A Garden Of Roses (Joni James)
4. Here (Tony Martin)
5. Hernando's Hideaway (Bleyer)
6. Wanted (Perry Como)
7. Three Coins In The Fountain (Four Aces)
8. I Understand Just How You Feel (Four Tunes)
9. The Man Upstairs (Kay Starr)
10. Sway (Dean Martin)

Tiny Markle
WAVZ—New Haven, Conn.

1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Hernando's Hideaway (Bleyer)
4. Green Years (Eddie Fisher)
5. I Could Have Told You (Frank Sinatra)
6. Wedding Bells (Les Elgart)
7. Go (Jerry Vale)
8. The Happy Wanderer (Rene)
9. Joey (Betty Madigan)
10. Point Of Order (S. Freberg)

Brad Sherman
WMID—Atlantic City, N. J.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Wanted (Perry Como)
4. Hernando's Hideaway (Bleyer)
5. Rock Around Clock (Bill Haley & Comets)
6. Young At Heart (F. Sinatra)
7. Make Love To Me (Stafford)
8. Isle Of Capri (Gaylords)
9. I Understand Just How You Feel (Four Tunes)
10. Thank You For Calling (Jo Stafford)

Norman Hall
WBNL—WBTO—
Boonville, Ind.

1. I Understand Just How You Feel (June Valli)
2. Little Things Mean A Lot (Kitty Kallen)
3. Three Coins In The Fountain (Four Aces)
4. The Happy Wanderer (Weir)
5. If You Love Me (Vera Lynn)
6. My Heart Tells Me (J. Foley)
7. Steam Heat (Patti Page)
8. This Above All (M. Carson)
9. The Buttons Bounce (Red Buttons)
10. In A Garden Of Roses (Joni James)

Chuck Thompson
WALA—Mobile, Ala.

1. Some Day (Frankie Laine)
2. Sway (Dean Martin)
3. Three Coins In The Fountain (Four Aces)
4. Little Things Mean A Lot (Kitty Kallen)
5. Jilted (Teresa Brewer)
6. If You Love Me (Kay Starr)
7. Sweetheart (Hilltoppers)
8. Happy Days And Lonely Nights (Fontane Sisters)
9. Whistle And I'll Dance (Georgia Gibbs)
10. Hernando's Hideaway (Bleyer)

Bill Silbert
WMGM—New York, N. Y.

1. Hernando's Hideaway (Bleyer)
2. Joey (Betty Madigan)
3. Green Years (Eddie Fisher)
4. Goodnight Sweetheart, Goodnight (McGuire Sisters)
5. My Friend (Eddie Fisher)
6. Make Her Mine (Nat Cole)
7. Wait For Me, Darling (Gibbs)
8. Out In The Middle Of The Night (Karen Chandler)
9. Sway (Dean Martin)
10. I Could Have Told You (Frank Sinatra)

Dave Rosehill
WGSM—Huntington, Ky.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. The Happy Wanderer (Weir)
4. Hernando's Hideaway (Bleyer)
5. Wanted (Perry Como)
6. If You Love Me (Vera Lynn)
7. Young At Heart (F. Sinatra)
8. Joey (Betty Madigan)
9. Cross Over The Bridge (Page)
10. I Understand Just How You Feel (June Valli)

Al Ross
WBAL—Baltimore, Md.

1. Little Things Mean A Lot (Kitty Kallen)
2. Wanted (Perry Como)
3. The Happy Wanderer (Weir)
4. The Man Upstairs (Kay Starr)
5. Young At Heart (F. Sinatra)
6. Three Coins In The Fountain (Four Aces)
7. There Never Was A Night So Beautiful (Perry Como)
8. The Little Shoemaker (Hugo Winterhalter)
9. Joey (Betty Madigan)
10. Green Years (Eddie Fisher)

Del Clark
WJMR—New Orleans, La.

1. Hernando's Hideaway (Bleyer)
2. Three Coins In The Fountain (Four Aces)
3. Steam Heat (Patti Page)
4. Some Day (Frankie Laine)
5. If You Love Me (Kay Starr)
6. Little Things Mean A Lot (Kitty Kallen)
7. I Understand Just How You Feel (Sandy Stewart)
8. Green Years (Eddie Fisher)
9. Thank You For Calling (Jo Stafford)
10. Make Her Mine (Nat Cole)

Sandy Singer
KCRI— Cedar Rapids, Iowa

1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Wanted (Perry Como)
4. Green Years (Eddie Fisher)
5. The Happy Wanderer (Weir)
6. Here (Tony Martin)
7. Cross Over The Bridge (Page)
8. Poor Butterfly (Hilltoppers)
9. Popcorn For You (Janet Brace)
10. Crazy 'Bout You, Baby (Crew-Cuts)

Cliff Sessions
WFOR—Hattiesburg, Miss.

1. Hit And Run Affair (P. Como)
2. Three Coins In The Fountain (Four Aces)
3. The Little Shoemaker (Hugo Winterhalter)
4. The Little Shoemaker (Gaylords)
5. The Magic Tango (Winterhalter)
6. Little Things Mean A Lot (Kitty Kallen)
7. Thank You For Calling (Jo Stafford)
8. The Vamp (Pee Wee Hunt)
9. Point Of Order (S. Freberg)
10. Spending The Summer In Love (Les Elgart)

Bob Watson
WQXI—Atlanta, Ga.

1. Green Years (Eddie Fisher)
2. Hernando's Hideaway (Bleyer)
3. Wanted (Perry Como)
4. Little Things Mean A Lot (Kitty Kallen)
5. Three Coins In The Fountain (Four Aces)
6. Answer Me, My Love (Cole)
7. In A Garden Of Roses (Joni James)
8. Magic Tango (H. Winterhalter)
9. Lost In Loveliness (Doris Day)
10. Happy Days And Lonely Nights (Fontane Sisters)

Wayne Stitt
WHB—Kansas City, Mo.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. If You Love Me (Kay Starr)
4. Wanted (Perry Como)
5. Hernando's Hideaway (Bleyer)
6. Answer Me, My Love (Cole)
7. Point Of Order (S. Freberg)
8. I Understand Just How You Feel (Four Tunes)
9. I Get So Lonely (4 Knights)
10. Young At Heart (F. Sinatra))

Jim Ameche
KLAC—Hollywood, Calif.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. The Happy Wanderer (Rene)
4. Hernando's Hideaway (Bleyer)
5. If You Love Me (Kay Starr)
6. Wanted (Perry Como)
7. I Understand Just How You Feel (June Valli)
8. Some Day (Frankie Laine)
9. Cross Over The Bridge (Page)
10. On And On (Al Martino)

Art Hellyer
WMAQ—Chicago, Ill.

1. Hernando's Hideaway (Bleyer)
2. Little Things Mean A Lot (Kitty Kallen)
3. Three Coins In The Fountain (Four Aces)
4. The Things I Love (Smith Brothers)
5. Isle Of Capri (Jackie Lee)
6. The Happy Wanderer (Rene-Weir)
7. Green Years (Eddie Fisher)
8. I Complained (Stuart Rose)
9. Crazy 'Bout You, Baby (Crew-Cuts)
10. Hit And Run Affair (P. Como)

Jeff Evans
KAFP—Petaluma, Calif.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. The Happy Wanderer (Weir)
4. If You Love Me (Vera Lynn)
5. Here (Tony Martin)
6. Walking Doll (Larry Wagner)
7. I Should Care (Jeff Chandler)
8. I Get So Lonely (4 Knights)
9. Wanted (Perry Como)
10. Can't I (Nat "King" Cole)

Gene Whitaker
Silver City, N. C.

1. Little Things Mean A Lot (Kitty Kallen)
2. Wanted (Perry Como)
3. Young At Heart (F. Sinatra)
4. Three Coins In The Fountain (Four Aces)
5. Here (Tony Martin)
6. Isle Of Capri (Gaylords)
7. Goodnight Sweetheart, Goodnight (Ella Mae Morse)
8. Happy Days And Lonely Nights (Fontane Sisters)
9. Love I You (Gaylords)
10. Why Didn't You Tell Me (Bob Manning)

Robin Seymour
WKMH—Dearborn, Mich.

1. Three Coins In The Fountain (Four Aces)
2. Hernando's Hideaway (Bleyer)
3. I Could Have Told You (Frank Sinatra)
4. Lovey Dovey (Bunny Paul)
5. There Never Was A Night So Beautiful (Perry Como)
6. I Understand Just How You Feel (Four Tunes)
7. Goodnight Sweetheart, Goodnight (Spaniels)
8. Some Day (Frankie Laine)
9. The Little Shoemaker (Gaylords)
10. Sh-Boom (Crew-Cuts)

American Records In England

by MARCEL STELLMAN

Though we have no language barriers as far as American recordings are concerned in Great Britain, we have other barriers to overcome. It is true that in many cases we may look to the United States for most of our popular recording material. It must be said however, that we pride ourselves in our own output of original material.

Do we like what you like? On the whole we do. There are exceptions of course, and these exceptions force us to be careful in our choice. The main reason for the caution is that we cannot absorb the wealth of material that comes from the U.S.A. for we haven't got the outlet for it that you have in America. Our population of some thirty million is not as record conscious as the people across the Atlantic. Radio is state controlled. The disk jockey is not as powerful as you might think. The juke box is not as predominant. The only regular D.J. shows we have are request shows lasting fifty minutes six mornings a week and consisting of a variety of music selected by the housewives of Britain, served up by the B.B.C. and emceed by some personality who doesn't necessarily know anything about the record business; the other semi-regular spot is yet another request show this time aimed at the whole family and presented by the B.B.C. announcers. Have we got any disk jockeys? Well the answer is yes and no. We have a disk jockey, Jack Jackson, but here again he may be on the air once a week for thirteen weeks, and then off the air for another thirteen weeks.

Of course there is Radio Luxembourg, a commercial station beaming its sponsored shows to England but with reception often distorted in many areas.

The snags don't stop just there. The B.B.C. has an allowance of 22 hours of record time per week, granted by arrangement with Musicians Union. These 22 hours must incorporate all record shows, background music, fill-ups etc.

Then the B.B.C. has a system of passing records for broadcasting which, although useful, often holds up the possibility of promoting a big disk. Everything revolves around the B.B.C. from the publishers to the end product of each diskery. In the U.S. one can hear a new record fifty to one hundred times a day on the many stations. We here have a ruling for which the record companies are as much to blame as the B.B.C. A ruling that stipulates that no disk will be played more than once in twenty-four hours in any one week. So what chance has the *record* of getting away on a big nation wide promotion? The chance is remote, yet we have had the big hits, the big sellers. the number one. How it happens is I think more a matter of luck than anything else. Yet it happens, it happens because in an organization like the B.B.C. one overlooks things occasionally, a record will slip through and be played more than once a week, and it's true you can't keep a good record down. And show business to a large degree depends on record names, so on the whole the BBC does a good job within its limitations and as sponsored radio is practically non-existant we are grateful to the BBC for all that is done.

Do the public buy records in this country? Of course they do. What's more this is the cheapest country for record buyers in the world. The average disk retails at five shillings which is seventy cents. The record is good. The quality excellent. The performers the best of the best. We have our top record stores (yes even self service) and in some cases even luxury. The record buyer has no complaints and the dealers themselves seem to get the best possible service from factors throughout the country. The sale of records in this country goes into millions yearly and it is difficulty to say what proportion of sales should be attributed to American disks for with 78-45-33 in popular and classics it's hard to define the exact amounts. All that can be said is that the American records get a fair share of the sales and the best way to judge is to turn to vaudeville in this country for the past five years and you will see that most of the top liners have been American recording stars. What better proof than that is there anyway?

In some cases recording stars are even bigger names in England than in their own country and thus find their record sales in Britain well over the average American figures. Quite often too a song will make the hit parade over here and not even reach the best sellers in America. So don't be afraid to send us a recording of a song that may not always be your cup of tea . . . we too drink tea and to us it may taste very sweet indeed.

The record companies know that to a publisher every song is a hit but they also know that its the public who are the final judges for they pay the money to buy the record and they'll only buy what they like not what we think they should like. For the benefit of American record companies let me say your best bet with us is the simple good commercial pop disk first and foremost. We have a market for Westerns, Folk Songs, Rhythm and Blues and Jazz records but it's a little difficult to sell as it comes under the heading of specialized recordings and its followers therefore are specialists too. But don't get me wrong we sell all kinds of records and to sell all kinds of records one must make all kinds, and as it takes all kinds to make a world it takes all sorts of music to please everybody.

We here have been buying American recordings for a long, long time and there is no reason at all why things shouldn't go on that way for a very long time to come. After all, music and song is probably the best way to keep a happy understanding between two countries who know no language barrier and have so much in common.

Congratulations
ON YOUR
12th Anniversary

David Le Winter
And His Pump Room Orchestra
Currently 9th Year at Chicago's Famous Pump Room
Featured On
Columbia Records
Mercury Records
Standard Transcriptions
Personal Management
Gabbe, Lutz & Heller

R & B WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"HONEY HUSH"
★
JOE TURNER

ATLANTIC RECORDS
★
PROGRESSIVE MUSIC

MOST PROGRAMMED MALE VOCALIST

JOE TURNER — JOHNNY ACE
★ ★
ATLANTIC DUKE
(TIE)

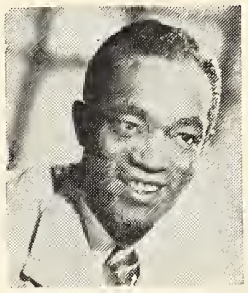
MOST PROGRAMMED FEMALE VOCALIST

RUTH BROWN
★
ATLANTIC

MOST PROGRAMMED VOCAL GROUP

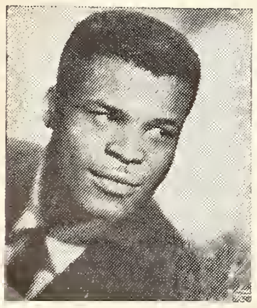
CLOVERS
★
ATLANTIC

MOST PROGRAMMED ORCHESTRA



BUDDY JOHNSON
★
MERCURY

UP & COMING MALE VOCALIST



ROY HAMILTON
★
EPIC

UP & COMING FEMALE VOCALIST

FAYE ADAMS
★
HERALD

UP & COMING VOCAL GROUP

DRIFTERS
★
ATLANTIC

OPERATORS- DISTRIBUTORS- DISK JOCKEYS-

YOUR WONDERFUL SUPPORT HAS ENABLED US TO PRESENT THESE ARTISTS ON TWO OF THE STRONGEST LABELS IN THE ENTIRE RECORD INDUSTRY

PEACOCK

DUKE

NOW IN THE HANDS OF DISTRIBUTORS

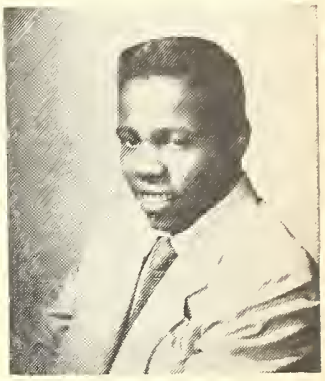
Willie Mae
THORNTON
"I Smell A Rat"
Peacock # 1632

Gatemouth Brown
"OKIE DOKIE STOMP"
b/w
"Depression Blues"
Peacock # 1637

Dixie Hummingbirds
"PRAYER WHEEL"
b/w
"Live Right, Die Right"
Peacock # 1727

Sensational Nightingales
"ANOTHER YEAR"
b/w
"I'm Going On With Jesus"
Peacock # 1728

Johnny
"Every Record A Hit"
ACE
"Please Forgive Me"
Duke # 128



The Sultans
"HOW DEEP IS THE OCEAN"
b/w
"Good Thing Baby"
Duke # 125

Little Junior Parker
"PLEASE BABY BLUES"
b/w
"Sittin', Drinkin' And Thinkin' "
Duke # 127

Duke # 128 .... AWARD O' THE WEEK
Duke # 127 .... Best Bet R&B
Duke # 125 .... Best Bet

COMING SOON IN R & B

Harold Conner
"COME BACK, COME BACK"
b/w
"I'm Feeling So Bad"
Peacock # 1635

Mildred Jones
"MR. THRILL"
b/w
"Misused Woman"
Peacock # 1638

Gwen Johnson
"YOUNG BOY"
b/w
"Trumpet Blows The Blues Away"
Peacock # 1641

Willie Mae Thornton
"STOP HOPPIN' ON ME"
b/w
"Story of My Blues"
Peacock # 1642

Joe "Pappoose" Fritz
"CERELLE"
b/w
"If I Didn't Love You So"
Peacock # 1640

Jimmie McCracklin
"MY STORY"
b/w
"The Cheater"
Peacock # 1639

After a long silence ROSCOE GORDON returns to do:

"THREE CENT LOVE"
b/w
"YOU FIGURE IT OUT"
Duke # 129

A Terrific platter . . .
A money-maker . . .
A programming must . . .

COMING SOON IN SPIRITUALS

Five Blind Boys
"I WONDER, DO YOU"
b/w
"All Aboard"
Peacock # 1731

Christland Singers
"KEEP ME" PT. 1 & 2
Peacock # 1729

The Chariets
"STEP BY STEP"
b/w
"Prop Me Jesus"
Duke # 206

AND MANY MANY MORE

Peacock RECORDS, Inc.
2809 Erastus Street,
Houston 26, Texas

DUKE RECORDS, Inc.
2809 Erastus Street,
Houston 26, Texas

Thanks, Disk Jockeys

JOE TURNER

for voting me the "Most Programmed Male Vocalist" in "The Cash Box Disk Jockey Poll".

Current release: "Shake, Rattle & Roll"—Atlantic 1026

Grateful

THE CLOVERS

For the second year in a row you have voted us the "Most Programmed Vocal Group" in "The Cash Box Disk Jockey Poll" and we're flipping.

Current release: "Lovey Dovey"—Atlantic 1022

Greatly Appreciated

RUTH BROWN

Thanks for all the spins and for voting me the "Most Programmed Female Vocalist" in the annual "Cash Box Disk Jockey Poll".

Current release: "Hello Little Boy" and "If I Had Any Sense"—Atlantic 1027

Thanks fellas

THE DRIFTERS

It is a wonderful honor to be selected the "Up & Coming Vocal Group" in the annual "Cash Box Disk Jockey Poll" in our first year on records.

Current release: "Honey Love"—Atlantic 1029

Thanks Disk Jockeys-

R & B WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"HONEY HUSH"
★
JOE TURNER

ATLANTIC RECORDS
★
PROGRESSIVE MUSIC

MOST PROGRAMMED FEMALE VOCALIST

RUTH BROWN
★
ATLANTIC

MOST PROGRAMMED MALE VOCALIST

JOE TURNER
★
ATLANTIC
(TIE)

UP & COMING VOCAL GROUP

DRIFTERS
★
ATLANTIC

MOST PROGRAMMED VOCAL GROUP

CLOVERS
★
ATLANTIC

ATLANTIC RECORDING CORP.
234 WEST 56th St. NEW YORK 19, N. Y.

The Cash Box RHYTHM 'N BLUES REVIEWS

- **A** DISK & SLEEPER
- **B+** EXCELLENT
- **B** VERY GOOD
- **C+** GOOD
- **C** FAIR
- **D** MEDIOCRE

SHIRLEY & LEE
(Aladdin 3244)

B+ "KEEP ON" (2:48) [Aladdin-McCoy, Singleton] That different voiced duo with a succession of hits, come up with a cutie bounce that looks like lots more record sales. A rhythmic middle tempo jump that rocks.

B "CONFESSIN' " (2:29) [Aladdin—Leonard Lee] Lee confesses to Shirley that he's been doing her wrong. He's been untrue. However, Shirley replies that she's been no angel either. All's well that ends well. The famous rhythm and blues love duo forgive and decide to start all over again. Thus comes to an end another chapter in the long story of the Shirley and Lee romance.

DOLORES WARE
(Mercury 70394)

B "MY HEART'S IN THE RIGHT PLACE" (3:01) [Russel BMI—Rose Samuels] Dolores Ware sings a beaty slow tempo item with lots of soul. Gal is an expressive lyric reader and heats a tune up plenty.

B "TELL MY BABY (Just What I Say)" ((2:30) [Russel BMI—Bernie Cates] Dolores Ware gets in the "cat" kick with this middle tempo bounce with romantic lyrics. An infectious, rhythmic ditty solidly sold.

GEORGE BENSON
(Groove 0024)

C+ "IT SHOULD HAVE BEEN ME #2" (2:30) [Progressive Music BMI—King Curtis] George Benson chants the Ray Charles hit with lyrics and voice for the younger set. Fair etching.

C+ "SHE MAKES ME MAD" (2:56) [Raleigh Music BMI—Lincoln Chase] The lad sings a middle tempo bouncer with lots of style. Ok side.

JOHNNY OTIS ORCHESTRA
(Savoy 1132)

B "MAMBO BOOGIE" (2:41) [Savoy Music BMI—J. Otis] Disk is a mambo item done several years ago that has stirred up some action in Philly when aired by one of the jocks. Good beat and still fresh.

C+ "MAMBO BLUES" (2:40) [Crossroads BMI—H. Bancos] Robert Banks and the Waileros etch the flip. A slow beat mambo instrumental that provides good dance tempo.

THE THRILLERS
(Herald 432)

B+ "PLEASE TALK TO ME" (2:40) [Monument BMI—Watts, Kelly] The Thrillers blend on a slow ballad blues with a heartfelt performance. The lead does a fine emotional performance with excellent support from the group. A goodie that should go a long way to establishing this team.

B+ " 'LIZABETH" (2:41) [Angel BMI—Singleton, R. McCoy] A middle tempo jump item on the drinking kick. The boys bounce the tune with a potent drive that is in the vein now hitting big. A strong coupling for the ballad. Either could be big.

THE CASH BOX ★AWARD O' THE WEEK★

"MAMBOLINO" (2:27)
[Armo BMI—Earl Bostic]
"BLUE SKIES" (2:43)
[Berlin ASCAP—Irving Berlin]
EARL BOSTIC
(King 4723)

EARL BOSTIC

● Earl Bostic adds to his ever-growing catalogue of hits with an original, "Mambolino," a quick tempo Latin mambo dance item, and a lush reading of the old Berlin lovely, "Blue Skies." The mambo ditty is a stirring quick beat that is riding on the spreading dance craze. Bostic's orking is an exciting bit of workmanship. The flip, "Blue Skies," is fresh and with a beat. Bostic offers this standard in an easy to listen to, dreamy fashion and maintains a solid dance tempo.

"I'M SLIPPIN' IN" (2:30)
[Commodore BMI—D. Bartholomew]
"I'M SEARCHING" (2:22)
[Commodore BMI—R. Mitchell]
THE SPIDERS
(Imperial 713)

THE SPIDERS

● The Spiders come up with a likely pair. The upper deck, "I'm Slippin' In," is a rhythmic up tempo foot tapper. The Spiders sing it with a gay and chuckley feel. The tune is easy to remember. The lyrics sharp and loaded. This one should make it. The flip, "I'm Searching," is a slow romantic blues. The group wails it with emotion. Lead does a strong job. Like "I'm Slipping In" for the charts.

THE EAGLES
(Mercury 70391)

B+ "PLEASE, PLEASE" (2:07) [Brownwood BMI—Singleton, McCoy] Here's a quick beat cutie with a beat that has the kids buying. The group bounces merrily through the happy ditty. Deck has the sound and tempo that should stir up the juke box and counter action.

B "TRYIN' TO GET TO YOU" (2:34) [Motion Music BMI—Singleton, McCoy] A slow bouncer etched with a solid sound. The group has a smart manner of delivery and comes through solidly.

VAL MARTINEZ
(King 4721)

B "OLD FOOL" (2:55) [Jay & Cee BMI—Henry Glover] Val Martinez, who sings in somewhat the Eckstine manner, chants a sentimental slow item against the soft Bill Doggett musical support.

C+ "WHAT WILL I TELL MY HEART" (2:43) [Crawford ASCAP — Tinturin, Lawrence] Another Eckstinish treatment of a slow romantic.

THE CASH BOX Rhythm 'N Blues BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

★ "KEEP ON"	Shirley & Lee	Aladdin 3244
★ " 'LIZABETH"	The Thrillers	Herald 432
★ "PLEASE, PLEASE"	The Eagles	Mercury 70391

JAZZ

(Rating is based on appeal to the jazz market.)

JACKIE BURNS
(BBS 136)

B "SABRE DANCE" (2:40) [Leeds] Jackie Burns' fingers fly over the keyboard as he beats out a rhythmic and intriguing treatment of the fascinating item.

B+ "YOU ARE MY DREAM" (2:41) [Juniper ASCAP—Jackie Burns] Another quick beat piano item with Burns supplying a stylish jazz vocal reading. Jackie has an appealing style that should command attention and a following.

ART BLAKEY-SABU
(Blue Note 1626)

B+ "MESSAGE FROM KENYA" (2:53) [Blakey] Art Blakey on the drums and Sabu on the Conga drums provide a thrilling skin duo that should bring drum solos back into the solo limelight of the Krupa heyday. The exhibition is embroidered with a jungle chant that lends the exciting African flavor. The Blakey-Sabu team provides an exciting wax item that should pull plenty at the sales counter.

B "NOTHING BUT THE SOUL" (2:50) [Blakey] More of same but this time it's Art Blakey on a soul of the percussions and how that man can beat it.

FRANK MINION and LOU BENNET TRIO
(Apollo 821)

B "SWEET LORRAINE" (2:16) [Mills Music ASCAP—Parrish & Burwell] Frank Minion sings a slow modern piece with a bop vocal. Infectious ditty with the Lou Bennet Trio providing the musical assist.

B+ "HOW HIGH THE MOON" (2:40) [Chappell Music ASCAP—Hamilton & Lewis] This lad has a fresh style and though he has that bop sound it is very commercial. Disk has loads of appeal. A happy thing and the Lou Bennet Trio shows off to good advantage.

JAY JAY JOHNSON SEXTET WITH CLIFORD BROWN
(Blue Note 1621)

B "CAPRI" (2:53) [Gigi Gryce] The Jay Jay Johnson Sextet work over a really cool reading of the quick beat item. The melodic ditty shows up some sparkling solo and ensemble work of a talented sextet comprised of Clifford Brown, trumpet; Jay Jay Johnson, trombone; Jimmy Heath, tenor sax; John Lewis, piano; Percy Heath, bass; Kenny Clarke, drums.

B "TURNPIKE" (2:51) [Jay Jay Johnson] The Sextet runs through a racing quick beat with a sensational solo by Clifford Brown highlighting the disk. Succeeding solos by Heath on the sax, Johnson on the trumpet, and John Lewis on the piano are equally brisk. Two stimulating sides.

THE CASH BOX RHYTHM N' BLUES *Ramblings*

NEW YORK:

George Goldner, Tico and Rama head, got a kick out of a couple of programs he tuned in on when he was on his recent tour of the country. George caught Warren, Ohio and Las Vegas stations playing **The Crows** "I Love You So," the flip side of "Gee." The record was issued about 15 or 16 months ago and broke the charts in New York and Philadelphia on the ballad "I Love You So" side. Then L. A. turned it over and "Gee" hit big in R & B, flowed over and made the best sellers in pop. Now says Goldner, if only they turn it over again maybe I can get another 12 or 15 months of "I Love You So." . . . All that quiet emanating from Atlantic Records offices is due to the recent minor surgery performed on **Jerry Wexler. . . . Herman Lubinsky** all stirred up about his new **Luther Bond and the Emeralds** release. The disk, "You Were My Love" and "Starlight, Starbright," getting a great reaction from the distribs. . . . Mercury Artists Corp. has signed **Bertice Reading**, Groove Records, to a three year contract. . . . **Stan Pat** (WTTM-Trenton, N. J.) starts his 10 to midnight stint on June 26. Stan will do a rhythm and blues show spotting some jazz and mambo. . . . Bruce Records "Memories of You" by the **Harptones** getting real strong play out on the coast. Hear that several publishers are bidding for the tune. . . . **Jack Braverman's** (Herald Records) boy, **Theodore**, married **Jerry Blaine's** (Jubilee Records) daughter, **Enid**, Saturday, June 19 at the Forest Hills Jewish Center. . . . **Romaine Brown and the Romaines** have been signed to a three year contract by **Danny Kessler** of Groove. The first recording session will be cut shortly. **Jolly Joyce**, manager of the **Four Tunes**, also handles the Romaines.

THE CROWS

CHICAGO:

Here we are celebrating the "**12th Anniversary**" of **The Cash Box**. Seems like yesterday that we were busily planning our "**11th Anniversary**" issue. What has the last 12 months brought forth? . . . **Leonard** and **Phil Chess** of the Chess 'n' Checker labels enjoyed another phenomenally successful year. Hit after hit. Beginning with "I'm Mad" by **Willie Mabon.** And its follow-up, "I'm Glad" by **Mitzi Mars.** The smash, "Blues With A Feeling" by **Little Walter**, who has since become a top name. Also the first in a string of successive hits by **Muddy Waters**, "Mad Love." Which **Muddy** has followed with "I'm Your Hoochie Koochie Man" and the current top seller here in the Windy City, "Just Make Love To Me." **Danny Overbea** has just come out with "You're Mine" which the Chess' feel will go pop. They have now gone a step further and have brought out a folk and western tune. There's simply no stopping these lads. . . . '54 saw two new labels come into being. The first of these, Vee-Jay Records. Headed by Gary disc-jockey **Vivian Carter**, with **Jimmy Bracken** and Chi rep, **Leo Kolheim.** Their second release by **The Spaniels** has proven to be a smash, "Goodnight Sweetheart, Goodnight," now riding high on the 'Hot Charts'. . . . The second new label is J.O.B. Records. With **Joe Brown** at the helm. . . . Our very good friends **George** and **Ernie Leaner** acquired the Epic line for their United Distributors with which they have done beautifully. Along with other labels such as Apollo, Lloyds, Peacock, Prestige, Duke, to name just a few **Milt Salstone** of M. S. Distributors reports they are continuing to zoom ahead. . . . Everyone was thrilled by the miraculous recovery of **Mahalia Jackson.** Greatest of spiritualists. Now back again and better than ever. . . . To these and all our friends, we would like to express our sincerest best wishes for continued success and our heartfelt thanks for their tremendous cooperation. You are the people who have made this "**12th Anniversary**" possible.

DANNY OVERBEA

LOS ANGELES:

The new Savoy Ballroom's policy is to book double attractions to appear each week-end. On June 18th **Amos Milburn** and his orchestra along with **Choker Campbell's** orchestra appeared. On the 25th another top twin billing was featured with **Ruth Brown** and **Johnny Hodges** and His All Stars. **Mickey Cohen**, president of the Savoy Amusement Corp., stated that since opening they have pulled in crowds that far surpassed all expectations and that they expect an even larger attendance as the new ballroom becomes more firmly established. . . . Mercury Records are going all out on their latest R & B entry "Please, Please" by a new group called **The Eagles.** They all say it could easily be another "Sh-Boom." . . . **Louis Jordan** returned to the West Coast with an engagement at The Green Mill Ballroom in Ventura 6/18. Jordan's latest Aladdin waxing of "I Seen What'cha Done" b/w "Messy Bessy" are claimed to be his hottest sides to date. . . . **Johnny Otis** and his orchestra continue their long stand at the Club Alimony. Rumors have been circulated around that Otis prefers to stay in Southern California and will not go on long tours. However, **Ben Waller's** office advises that he's all set to hit the road as soon as good bookings can be lined up. . . . Correction:—Last week we stated that Peggy Ann was sharing the billing at the Club Oasis with **Scat Man Crothers, Rockin' Ricco** and **Johnny Anderson's** band. Her name is **Patty Ann**, not Peggy Ann as was previously stated. Patty is the adopted daughter of **Eddie Mesner**, Aladdin Records head. . . . The new Blaze Recording of "Diesel Drive" by **Johnny Moore and His Three Blazers** has been getting a lot of air time throughout LA. . . . **Fabor Robison**, prexy of Abbott Records, is going all out to promote his latest rhythm and blues tune "Can't Get You Outta My Mind" b/w "Sugar Doll" by **Billy King.** . . . Included in the latest Specialty packages of new releases are two sides by **Roy Milton** and "The Miltones" which Roy penned himself. Titles are "Gonna Leave You Baby" b/w "It's Too Late." Both are top grade vocals that could click.

AMOS MILBURN

Commercial Material Is Hard To Find

by

AL SILVER and JACK ANGEL

One of the greatest problems that confronts a record label is the acquisition of fresh material with a commercial appeal.

The average record buyer does not realize the intensive activity behind the scenes, this never ending search for new material. At times it may be necessary for an A & R man to travel thousands of miles in search of a new tune.

When a record company decides to record one of its artists, it sends out a call to all publishers and songwriters. Within a few days the material starts to flow in. Then a sifting of this material ensues, in which the purpose is to find the tune with the greatest hit potential.

In this part of the search for material, the A & R man must keep in mind the artist he intends to record, and make sure that when the final choice is made, the tune is the proper type for that particular artist and his or her style.

Once the final decision is made, arrangers are called in to help create a musical background that will enhance the tune, and help present the artist to the record buying public in his or her most attractive manner.

All in all putting out a record is no simple matter when you consider the fact that each record is a problem in its own, and that there is no set formula. Today with the buyers market being in one of the worst slumps that the industry has experienced, and with so many labels coming into being, the acquisition of material is becoming increasingly difficult.

In the short time that Herald Records have been in the record business, we have been fortunate enough to create three successive hit records in a row and hope that by applying ourselves diligently to the sifting, rejection and acceptance of material and artists, to be able to market many more hit records.

Congratulations
FROM THE FIRM THAT GAVE YOU
"Goodnight Sweetheart Goodnight"
BY
The Spaniels
VEE JAY 107
Vee-Jay RECORDS, INC.
412 E. 47th STREET, CHICAGO 15, ILL.

The Gang's All Here

KANSAS CITY, MO.—More than eighty guests, including disk jockeys, representatives of record shops and friends, attended Cardinal Records' cocktail party and luncheon at the Whisbone Restaurant this city, June 1, to hear the two latest releases by the company. Above is the crowd that previewed the Cathy Bryan release "Crying My Heart Out For You" and the new Mulcays platter of "Beer Barrel Polka." The Mulcays recently clicked with "My Happiness" which is reported approaching the 250,000 mark. Cardinal is planning an all out push on these two new releases.

Research Craft Company
Producers of
Finest Custom Record Pressings That Quality Materials and Intelligent Skill Can Offer
Any Type of Phonograph Record in Shellac • Flex • Vinylite
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CONGRATULATIONS
to the
CASH BOX
on its
12th ANNIVERSARY
WATCH THIS LATEST HIT
by
THE "BLUES BOY" HIMSELF
B. B. KING
"DON'T YOU WANT A MAN LIKE ME"
b/w
"EVERYTHING I DO IS WRONG"
RPM # 411
RPM RECORDS hollywood
Modern RECORDS hollywood
Now located in our new offices at
9317 W. WASHINGTON BLVD. CULVER CITY, CALIF.

THE CASH BOX HOT

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans.

	in NEW YORK CITY	in CHICAGO	in NEW ORLEANS
1	HONEY LOVE *The Drifters* *(Atlantic 1029)*	JUST MAKE LOVE TO ME *Muddy Waters* *(Chess 1571)*	HONEY LOVE *Drifters* *(Atlantic 1029)*
2	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*	JUST MAKE LOVE TO ME *Muddy Waters* *(Chess 1571)*
3	SH-BOOM *Chords* *(Cat 104)*	GOODNIGHT SWEETHEART, GOODNIGHT *Spaniels* *(Vee-Jay 107)*	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*
4	GOODNIGHT SWEETHEART, GOODNIGHT *Spaniels* *(Vee-Jay 107)*	SHAKE, RATTLE AND ROLL *Joe Turner* *(Atlantic 1026)*	A MOTHER'S LOVE *Earl King* *(Specialty 495)*
5	AIN'T CHA GOT ME WHERE YOU WANT ME *Buddy Johnson* *(Mercury 70377)*	CRY SOME MORE *The "5" Royales* *(Apollo 454)*	SHAKE, RATTLE AND ROLL *Joe Turner* *(Atlantic 1026)*
6	MY FRIENDS *Strangers* *(King 4697)*	LOVEY DOVEY *Clovers* *(Atlantic 1022)*	CRY SOME MORE *The "5" Royales* *(Apollo 454)*
7	SHAKE, RATTLE AND ROLL *Joe Turner* *(Atlantic 1026)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9047)*	BABY PLEASE *Fats Domino* *(Imperial 5283)*
8	DEAR ONE *The Scarlets* *(Red Robin 128)*	IF I LOVED YOU *Roy Hamilton* *(Epic 9047)*	GOODNIGHT SWEETHEART, GOODNIGHT *Spaniels* *(Vee-Jay 107)*
9	IF I LOVED YOU *Roy Hamilton* *(Epic 9047)*	OH, BABY *Little Walter* *(Checker 793)*	MY PLEA *Dave Dixon* *(Savoy 1126)*
10	CHOP SUEY MAMBO *Alfredito* *(Rainbow 243)*	IT SHOULD'VE BEEN ME *Ray Charles* *(Atlantic 1021)*	SEXY WAYS *Midnighters* *(Federal 12185)*

	in SAN FRANCISCO	in NEWARK	in MEMPHIS
1	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*	HONEY LOVE *Drifters* *(Atlantic 1029)*
2	SH-BOOM *Chords* *(Cat 104)*	SH-BOOM *Chords* *(Cat 104)*	JUST MAKE LOVE TO ME *Muddy Waters* *(Chess 1571)*
3	YOU'RE THE ONE *The Spiders* *(Imperial 526S)*	SHAKE, RATTLE AND ROLL *Joe Turner* *(Atlantic 1026)*	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*
4	SHAKE, RATTLE AND ROLL *Joe Turner* *(Atlantic 1026)*	MY FRIEND *Strangers* *(King 4697)*	NO PLACE TO GO *Howling Wolf* *(Chess 1566)*
5	EVERYTHING I DO IS WRONG *B. B. King* *(RPM 411)*	PLEASE FORGIVE ME *Johnny Ace* *(Duke 128)*	PLEASE FORGIVE ME *Johnny Ace* *(Duke 128)*
6	BLUE HOURS *Hot Shots* *(Savoy 1128)*	HONEY LOVE *Drifters* *(Atlantic 1029)*	OH BABY *Little Walter* *(Checker 793)*
7	PLEASE FORGIVE ME *Johnny Ace* *(Duke 128)*	JUST MAKE LOVE TO ME *Muddy Waters* *(Chess 1566)*	WISH ME WELL *Memphis Slim* *(United 176)*
8	BLUE MONDAY *Smiley Lewis* *(Imperial 5268)*	OH, BABY *Little Walter* *(Checker 793)*	EVERYTHING I DO IS WRONG *B. B. King* *(RPM 128)*
9	IF I LOVED YOU *Roy Hamilton* *(Epic 9047)*	GOODNIGHT SWEETHEART, GOODNIGHT *The Spaniels* *(Vee-Jay 107)*	LOVEY DOVEY *Clovers* *(Atlantic 1022)*
10	HONEY LOVE *Drifters* *(Atlantic 1029)*	MY MEMORIES OF YOU *Harp-Tones* *(Bruce 102)*	I SMELL A RAT *Willie Mae Thornton* *(Peacock 1602)*

THE CASH BOX HOT

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

	in PHILADELPHIA	in LOS ANGELES	in ST. LOUIS
1	SH-BOOM *Chords* *(Cat 104)*	HONEY LOVE *The Drifters* *(Atlantic 1029)*	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*
2	HONEY LOVE *The Drifters* *(Atlantic 1029)*	SH-BOOM *Chords* *(Cat 104)*	WISH ME WELL *Memphis Slim* *(United 176)*
3	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*	MAKE LOVE TO ME *Muddy Waters* *(Chess 1571)*	GOODNIGHT SWEETHEART, GOODNIGHT *Spaniels* *(Vee-Jay 107)*
4	GOODNIGHT SWEETHEART GOODNIGHT *Spaniels* *(Vee-Jay 107)*	DEAR ONE *The Scarlets* *(Red Robin 128)*	HONEY LOVE *Drifters* *(Atlantic 1029)*
5	I UNDERSTAND JUST HOW YOU FEEL *Four Tunes* *(Jubilee 5132)*	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*	AIN'T CHA GOT ME WHERE YOU WANT ME *Buddy Johnson* *(Mercury 70377)*
6	PLEASE FORGIVE ME *Johnny Ace* *(Duke 128)*	GOODNIGHT SWEETHEART, GOODNIGHT *The Spaniels* *(Vee-Jay 107)*	SH-BOOM *Chords* *(Cat 104)*
7	MAYBE YOU'LL BE THERE *Lee Andrew & The Hearts* *(Rainbow 252)*	SHAKE, RATTLE AND ROLL *Joe Turner* *(Atlantic 1026)*	LOVEY DOVEY *Clovers* *(Atlantic 1022)*
8	CRY SOME MORE *The "5" Rayales* *(Rainbow 252)*	RIOT IN CELL BLOCK # 9 *The Robins* *(Spark 103)*	JOHNNY'S BLUES *Johnny Hodges* *(Clef 89098)*
9	IF I LOVED YOU *Roy Hamilton* *(Epic 9047)*	MY MEMORIES OF YOU *The Harp-Tones* *(Bruce 102)*	IF I LOVED YOU *Ray Hamilton* *(Epic 9047)*
10	SEXY WAYS *Midnighters* *(Federal 12185)*	FOREVER *The Rivaleers* *(Vaton 201)*	MY MEMORIES OF YOU *Harp-Tones* *(Bruce 102)*

	in FT. WORTH	in NASHVILLE	in COLUMBIA, S. C.
1	SH-BOOM *Chords* *(Cat 104)*	SHAKE, RATTLE AND ROLL *Joe Turner* *(Atlantic 1026)*	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*
2	HONEY LOVE *The Drifters* *(Atlantic 1029)*	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*	HONEY LOVE *The Drifters* *(Atlantic 1029)*
3	WORK WITH ME ANNIE *Midnighters* *(Federal 12169)*	GOODNIGHT SWEETHEART, GOODNIGHT *Spaniels* *(Vee-Jay 107)*	SHAKE, RATTLE AND ROLL *Joe Turner* *(Atlantic 1026)*
4	CRY SOME MORE *The "5" Royales* *(Apollo 454)*	JUST MAKE LOVE TO ME *Muddy Waters* *(Chess 1571)*	PLEASE FORGIVE ME *Jahnny Ace* *(Duke 128)*
5	IF I LOVED YOU *Roy Hamilton* *(Epic 9047)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	JUST MAKE LOVE TO ME *Muddy Waters* *(Chess 1571)*
6	JUST MAKE LOVE TO ME *Muddy Waters* *(Chess 1571)*	YOU'RE THE ONE *The Spiders* *(Imperial 5265)*	THE STORY OF MY LIFE *Guitar Slim* *(Specialty 490)*
7	GOODNIGHT SWEETHEART, GOODNIGHT *Spaniels* *(Vee-Jay 107)*	OH BABY *Little Walter* *(Checker 793)*	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*
8	EVERYTHING I DO IS WRONG *B. B. King*	HONEY LOVE *The Drifters* *(Atlantic 1029)*	CRY SOME MORE *The "5" Rayales* *(Apollo 454)*
9	SEXY WAYS *Midnighters* *(Federal 12185)*	EVERYTHING I DO IS WRONG *B. B. King* *(RPM 411)*	AIN'T CHA GOT ME WHERE YOU WANT ME *Buddy Johnson* *(Mercury 70377)*
10	YOU'LL NEVER WALK ALONE *Roy Hamilton* *(Epic 9015)*	THE STORY OF MY LIFE *Guitar Slim* *(Specialty 490)*	WHERE DID YOU STAY *Fats Domina* *(Imperial 5283)*

Public Acceptance Of Spirituals Greater Than Ever

by

BESS BERMAN

When people start humming "The Lord's Prayer," "Just As I Am," "The Last Mile" and other spirituals, you realize that the record-buying public is not only taking inventory of its faith outside the church but is also moved by the sheer beauty of these sacred songs.

Spirituals have been traditionally sung with many beautiful and intricate arrangements, mostly in Baptist and Methodist churches, but it took a Mahalia Jackson and her recording "Move On Up A Little Higher," to revolutionize the record business. For the first time, spirituals became popular with the public and therefore highly commercial.

Judged by usual juke-box standards, spiritual singing defies analysis. Mahalia Jackson created a new market for the hymn by injecting a bouncy rhythm in her arrangements while still retaining the cathedral-like tones of the melody.

This, in turn, created a new outlet for song-writers who began composing melodies for the pop labels which were unmistakably spiritual in origin. The Ink Spots' recording of "It Is No Secret What God Can Do," Frankie Laine's "I Believe" and Roy Hamilton's recording, "You'll Never Walk Alone," along with many of the old Golden Gate Quartet melodies, were by-products of the spiritual. Public acceptance of these modernized liturgicals made it possible for an unknown composer from Nashville to hit the jackpot with "Crying In The Chapel."

Spiritual songs today are big business. However, there is a tendency for some quartets to get too commercial with their tricky rhythms. The current crop of gospel singers coat their songs with too much glamor and not enough religion. This robs the spiritual of its ethereal quality and classic simplicity without which it becomes just another pop tune.

In that sense, Mahalia Jackson is unique. "The Queen of Gospel Singers" avoids niteries and theater engagements and sings only in churches and concert halls.

Major disk labels are jumping on the spiritual bandwagon with increasing fervor. One reason for the mounting popularity of spiritual pops is the ever-recurring world crises which leave a huge gap in a person's faith. A spiritual just echoes our hope in the future.

CLIMBING FAST!
...Four Sales winners to break the Summer slump!!
• • • •
FATS DOMINO
"BABY PLEASE"
b/w
"Where Did You Stay"
Imperial 5283

PEE WEE CRAYTON
"DO UNTO OTHERS"
b/w
"Every Dog Has His Day"
Imperial 5288

THE SPIDERS
"I'M STEPPIN' IN"
b/w
"I'm Searchin'"
Imperial 5291

THE HAWKS
"I-YI"
b/w
"It Ain't That Way"
Imperial 5292
Imperial Records

THE R&B LABEL TO WATCH!
JOSIE (JO-Z)
HITS GALORE

1
Mr. Blues
CALVIN RUFFIN
singing
"CRYING CRYING"
JOSIE RECORD # 761

★

2
Low Down Blues
THE FOUR BARS
"GRIEF BY DAY, GRIEF BY NIGHT"
JOSIE RECORD # 762

★

3
They're Ridin' High
THE RAY-O-VACS
"DARLING"
and
"RIDIN' HIGH"
JOSIE RECORD #763

★

4
Her Best
EDNA McGRIFF
"I'LL BE AROUND"
b/w
"OOH, LITTLE DADDY"
JOSIE RECORD # 764

★

5
Watch For New Releases
by these great Artists
THE TEAR DROPS
THE CADILLACS
GLORIA ALLYNE
AND A TOP BAND
SYLVESTER AUSTIN

Josie
JOSIE RECORD COMPANY
315 WEST 47th STREET • NEW YORK 19, N. Y.

The Latest Trend:
R & B Disks Are Going Pop

by
JERRY WEXLER and AHMET ERTEGUN

If rhythm and blues music keeps happening the way it has been, we're all going to wake up one morning and find ourselves in the middle of a full-fledged trend—and if there's one thing everybody in the music business seems to love, it's a trend. Trends make copy. For the group known as "a posteriori portent" spotters (bowtakers to you), trends satisfy the ego. For some souls trends even sell sheet music and records.

Like the hillbilly movement that began three or four years ago, the jazz craze of the early 'twenties, the swing era of the 'thirties, the blues style appears to be infiltrating the pop marketplace. Of course, the blues have happened before—but about that, more later.

How can one tell that rhythm and blues is coming? Well, there's a raft of objective evidence, but even if there weren't, you'd know something was happening if only from the number of Broadway songwriters who check in for the short course in the blues, and from the inquiries of established publishers who scent copy sales in the works of Chuck Willis and Ruth Brown. In all seriousness, the interest of Tin Pan Alley in rhythm and blues is very significant, because the professional songwriters and music publishers are utterly committed to a knowledge of the trade winds, and as Custodians of Copyright they have to know.

To get down to the nub of it, here's what happened:

As far as we can determine, the first area where the blues stepped out in the current renascence was the South. Distributors there about two years ago began to report that white high school and college kids were picking up on the rhythm and blues records—primarily to dance to. From all accounts, the movement was initiated by youthful hillbilly fans rather than the pop bobbysoxers—and the latter group followed right along. A few alert pop disk jockeys observed the current, switched to rhythm and blues formats, and soon were deluged with greater audiences, both white and negro, and more and more sponsors.

Conservative old line Victor franchised record stores in southern cities who not long ago regarded Decca and Mercury as offbrand upstarts found themselves compelled to stock, display, and push rhythm and blues recordings, and are happily wailing up a lot of volume to the "pop" audience that their Northern counterparts are now beginning to suspect may be there. The southern bobbysoxers began to call the r & b records that move them "cat" music. And what kind moves them? Well, it's the up-to-date blues with a beat, with infectious catch phrases, and with highly danceable rhythms. Not all r & b qualifies as cat music. It has to kick, it has to move, and it has to have a message for the sharp youngsters who dig.

Rather than risk becoming pedantic, we hereby refrain from further attempt at definition, and instead offer a few examples of the cat genre—records which swept the rhythm & blues markets and went on to become favorites with many, many young white record fans: Lloyd Price's "Lawdy Miss Clawdy," The Clovers' "Good Lovin'" and "Lovey Dovey," The Drifters' "Money Honey" and "Such A Night", The Crows' "Gee," Joe Turner's "Honey Hush," The Four Tunes' "Marie," Ruth Brown's "Mama," Amos Milburn's "Bad Bad Whiskey," and, most recently, The Chords' "Sh-Boom." (Note the preponderance of groups—paralleling the current dominance of groups in the strictly pop field.)

The cat market spread through Texas, Louisiana, Georgia, Florida, and in the Carolinas was marked particularly by the appearance of the "beach record"—disks (as often as not jumping blues items) released in the spring and played all summer on seaside jukeboxes and portables. California went strong and early for the blues, aided no doubt by the pachuco predilection for swinging jazz rhythms.

Cat worked its way north, and now Boston and Cleveland are jumping, as are Philadelphia and Detroit, and Pittsburgh is well on the way. Chicago and St. Louis have not been immune, and these two important pop markets are showing signs of the cat conversion.

One of the big tip-offs is the record hop. The pop deejays in New England and the middle west who began to visit the high schools with a satchelful of Eddie Fisher's and Jo Stafford's found the kids asking for The Clovers and Fats Domino, and it behooved the spinners to find out who and what the kids had in mind and to produce the records. For every two or three Como's and Patti Page's, the record hop jockeys now have to put on a cat record so that the kids can swing out.

The juke box operators, even more directly involved than the jockeys, have been putting blues and cat disks into more and more so-called "pop" locations, and initial operator reaction to blues records is now a good key to whether the record is going to be just an r & b seller, a cat item—or, too often, nothing.

Wherefore this predilection? In our opinion, it stems from the kids' need for dance records. With all due respect to the fine dance bands that have weathered the epizootic that blighted the band business after the last war and to the few new ones that have achieved some success on records and on the road, they don't seem to furnish what was furnished by Goodman and Lunceford and Miller and Dorsey. Bostic is furnishing it, and so is Bradshaw and Miss Brown and the leading groups abovementioned.

The pop record companies are taking cognizance, and they're covering. In some instances the cover records make out. In most cases the original r & b or cat record seems to wax stronger with each additional cover version. But in any case, cat music is really on stage in the national music scene.

The same holds true of our leading pop deejays in most important record markets. Three attitudes seem to prevail:

(1) Cat music knocks me out—I'm going to play all the good ones I can find and see if I can't put them over in my territory.

(2) I don't know—if Jones, the top deejay in the city really makes one of these things locally, sure I'll play it, but I won't pioneer the stuff.

(3) Not on my show. (The negative attitude is similar to that which was encountered in some places during the "swing era".)

But what's significant is that everybody is compelled to take a stand. They've all heard about it and it's a real live issue.

We don't know if any great conclusions can be drawn from all this, except maybe this: Beware of too much categorizing (no pun intended). Rhythm & blues is folk music, like a lot of hillbilly and Latin music and some pop. Record buyers don't read the charts—if a record knocks them out they buy it and take it home and play it for their friends, and Percy Faith's new one is right next to Dinah Washington's latest in the parlor record rack.

It happened before, back in the 'twenties, when Perry Bradford and Spencer Williams were as hot as Berlin and Bessie Smith and Ethel Waters sold their records in the millions into a lot of white parlors. It's happening again, and the blues will get stronger before they get weaker, but regardless of its impact on the pop field, the blues will surely go on.

THESE ARE BIG ONES
LOUIS JORDAN
"I SEEN WHAT'CHA DONE"
b/w
"MESSY BESSY"
ALADDIN 3240
AMOS MILBURN
"GLORY OF LOVE"
b/w
"BABY BABY ALL THE TIME"
ALADDIN 3248
RICHARD LEWIS
"HEY LITTLE GIRL"
ALADDIN 3238
CHARLES BROWN
"LET'S WALK"
ALADDIN 3235
Aladdin RECORDS
Beverly Hills, Calif.

GOING GREAT!
"MEMORIES IN MELODY"
KID KING'S COMBO
Excello 2037
A GREAT SPIRITUAL!
"BAPTISM OF JESUS"
THE SKYLARKS
Nashboro 545
NASHBORO RECORD CO., INC.
177 3rd Ave N. Nashville, Tenn.
Phone 42-2215

The Outlook For Latin-American Disks

by SIDNEY SIEGEL

The Spanish-American record market has this year seen a tremendous increase in the popularity of the 45 rpm disk. Without exception, the sales of selections from our 45 rpm catalog have doubled, as compared with 1953 figures, in every Seeco market. The introduction of the new 45 rpm juke boxes, coupled with price reductions in the reconditioned juke box market and increased production of automatic home phonos for export, point up the fact that this is only the beginning of a new and most important trend in record sales.

The Seeco catalog was among the very first to introduce the double or simultaneous release of selections on both 45 rpm and 78 rpm disks. Although the 45 rpm market is already a proven bonanza, there still, at this writing, are a number of labels in the foreign markets who have not begun 45 rpm production. From the onset, the major juke box distributors were enlisted in our effort to evoke the change in consumer habits. Today we continue to work hand in hand with these distributors, who have done an excellent job in helping us to develop many areas.

The Spanish-American area continues to be a "standards" market. Numbers which have been hits for several years still sell in large quantities even though newer and bigger catalogs are sent to these countries continuously. Conversely, new tunes, "modern" tunes, are torn apart by the buying public and only those pieces that closely adhere to Spanish-American music standards can survive. The education of American A & R men by Spanish-American leaders of legit Latin combos and orchestras has led to the maintenance of the truly Spanish mood of Latin music and these same leaders have introduced and are introducing new trends in Spanish music as well as novel and different bits.

Several years ago the Latino's "progressives" who began with Perez Prado, Chano Pozo, and Machito, to name a few, introduced a new off-beat accelerated rumba to the United States. They later adapted some of the qualities of the original Gillespie bop to the rhythm of the Cuban "tres" (a three-string guitar used in the rural sections of Cuba) and reimported this off-beat rumba as an entirely new rhythm, the mambo. Before the American public became aware of this new music, the "originals" such as "Mambo No. 5", "Mambo Infierno" and "Que Rico El Mambo", invaded the U. S. music market from Mexico, Venezuela, Cuba and Puerto Rico, and seemingly overnight millions of American rumba devotees became mambo aficionados.

On the band wagon jumped Ramon Marquez with still a different beat, the "Suby," and from the plains of Matanzas, Cuba, Arsenio Rodriguez, the dean of Cuban music introduced the "Cha-Cha." These new rhythms were "started" in New York's East Side and Harlem, traveled half-way around the world and showed up again in Times Squire, polished and sophisticated.

This brings up another important trend in Spanish-American music, the interchange of popular music and dances between North and South America. Most recently the song "Sway" has been released here. This tune has been in Seeco's catalog for quite some time under the title "Quien Sera." Then too, "You Too, You Too" was originally known as "Piel Canela," and "Perhaps, Perhaps, Perhaps" was the very popular "Quizas, Quizas, Quizas." Of course, this interchange works both ways; "Anna" and "April in Portugal," "Doggie in the Window" and others soon had Spanish versions, and the Latin-American public even got to hear a "Dragonet Mambo." This exchange of basic rhythms and tunes doctored up with local medicine to make them palatable to the various markets keeps us the best of friends —through music.

Seeco is currently pressing its full catalogue in every major market in Central and South America. Smaller markets are covered by distributors, while our London office is in charge of the sterling area sales in the western hemisphere. Today the mambo, the bolero, the guaracha and the cha-cha are as popular in St. Vincent and Bermuda as they are in Caracas and Bogota. It is our purpose and our dedication to keep this so.

HEY-- I see what'cha doing you're buying my latest SMASH releases! BOY!---They're great!!

LOUIS JORDAN
"I SEEN WHAT'CHA DONE"
b/w
"MESSY BESSY"
Aladdin 3246
"A DOLLAR DOWN"
b/w
"HURRY HOME"
Aladdin 3243
Aladdin RECORDS
For That Magic Touch
Beverly Hills, Calif.

Newest On
UNITED
and
STATES

TAB SMITH
"HOW LONG HAS IT BEEN"
b/w "ACE HIGH"
(UN - 178)

FIVE C's
"GOODY GOODY"
b/w
"MY HEART'S GOT THE BLUES"
(UN - 180)

MEMPHIS SLIM
"WISH ME WELL"
b/w "SASSY MAE"
(UN - 176)

JUNIOR WELLS
"'BOUT THE BREAK OF DAY"
b/w
"LAWDY LAWDY"
(STATES - 139)

UNITED & STATES
RECORDS
5052 COTTAGE GROVE AVE.
CHICAGO 15, ILLINOIS

Headed For A
SMASH!
JOE ROLAND QUINTET
(mambo arrangement)
"RAVEL'S BOLERO IN MAMBO"
b/w
"POOR BUTTERFLY"
(mambo)
SEECO # 4147

R & B Field Continues To Expand

by DANNY KESSLER

The rhythm and blues business continues to expand into larger and larger proportions.

For the past ten years this formerly unknown quantity called "rhythm and blues" has grown steadily until now it is a major factor in the record and entertainment world. The growth of the field in general has meant at the same time the introduction of some great rhythm and blues artists.

Many unknowns who were earning five dollars a night singing in small clubs are now earning as much as $1500 a week in personal appearances and thousands of dollars a year in record royalties. These artists have been developed mainly through the small independent recording companies whose record output is almost 100% rhythm and blues. Until just recently the independent companies ruled the field entirely, but now the major companies have started to make a mark in this business because of the increase in sales potential for this type of music.

A good example is my own company, Groove—which is a subsidiary label of RCA. Being so new, the label is concerned mostly with the discovery and development of new artists, and we travel around the country constantly trying to seek out unknown talent which we believe can be a success on records. The territories in which the best crop of artists can be found include cities like New Orleans, Atlanta, Memphis, Charlotte, Los Angeles, Chicago and New York. These territories incidentally, are also the places where R & B records sell best.

Rhythm and blues, like every other musical field, has its definite trends, and for the next few years the record buyer will undoubtedly be looking for something entirely different.

Several trends have come along since the days of the "Conversation Blues." One is the "Slow Southern Story Blues." Another is the song hitchhike, which is so widespread in the hillbilly field. For example, the song "Where Is My Honey" has become a big rhythm and blues hit, and as soon as this song hits the best-seller charts, another artist will record what must be named as an answer to the first song such as "I Know Where Your Honey Is." Recently, the novelty shouting type of blues with gimmick titles such as "Hound Dog" and "Bear Cat" have been great hits.

One of the biggest trends currently is the covering of a top pop hit with a rhythm and blues interpretation. There have been many hits on a strict R & B interpretation of both pop hits and pop standards. This situation makes it necessary for an A & R man to be aware not only of other rhythm and blues records but also to be conscious of hits in any field because a cover record by the right artist on the right material can be as big a hit—if not bigger—on the R & B charts as the pop is in its own category.

There are always trends, too, as far as artists are concerned. For several months it is the female artist who seems to have all the hits. Then suddenly the charts are filled by the vocal groups. Several months later the scene again changes, and the solo male artist comes into his own and grabs all the hits. Occasionally the instrumental groups come along with a big record, but this is rare. It is obvious after a quick look at the rhythm and blues business that this now-important field follows the same pattern of trends and changes as do all other phases of the record business.

An A & R man naturally feels great excitement when one of his new, unknown artists rises to stardom. I, personally, get a real big thrill out of seeing an artist who has always played small honky-tonks suddenly become a big nightclub attraction through the medium of records.

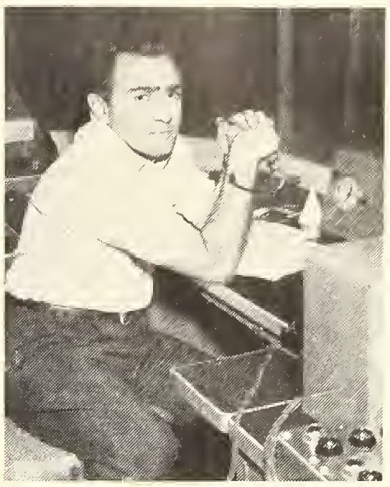
The Groove label, which is probably the newest entry into the rhythm and blues picture, has many ambitious and long-range plans designed to develop such attractions. The roster is now filled with artists who we believe have what it takes to grow into big stars within the next few years.

I know one thing for certain—the sales charts will show us exactly whether we're right or wrong.

The Nation's Rhythm & Blues TOP 15

1	WORK WITH ME ANNIE	*Midnighters*	*(Federal 12169)*
2	HONEY LOVE	*Drifters*	*(Atlantic 1029)*
3	SHAKE, RATTLE AND ROLL	*Joe Turner*	*(Atlantic 1026)*
4	SH-BOOM	*Chords*	*(Cat 104)*
5	JUST MAKE LOVE TO ME	*Muddy Waters*	*(Chess 1571)*
6	GOODNIGHT SWEETHEART, GOODNIGHT	*Spaniels*	*(Vee-Jay 107)*
7	PLEASE FORGIVE ME	*Johnny Ace*	*(Duke 128)*
8	LOVEY DOVEY	*Clovers*	*(Atlantic 1022)*
9	YOU'LL NEVER WALK ALONE	*Roy Hamilton*	*(Epic 9015)*
10	IF I LOVED YOU	*Roy Hamilton*	*(Epic 9047)*
11	OH BABY	*Little Walter*	*(Checker 793)*
12	CRY SOME MORE	*"5" Royales*	*(Apollo 454)*
13	EVERYTHING I DO IS WRONG	*B. B. King*	*(RPM 411)*
14	SEXY WAYS	*Midnighters*	*(Federal 12185)*
15	AIN'T CHA GOT ME WHERE YOU WANT ME	*Buddy Johnson*	*(Mercury 70377)*

The Jazz Scene: Past Present And Future



by BOBBY SHAD

The jazz record business as it is formed today is completely different from what anyone imagined as of 1938. At that time the only records available were some Victor swing classics with Lionel Hampton, the Billy Holiday outlay on Columbia and Vocalion and the Lucky records that crept through the bravado of various A & R men. The only important recording actually done was the work the majors did with the big bands. The Basie, Ellington, Goodman, Lunceford, Barnet organizations took the largest strides in getting recognition for sidemen. Through these recordings you began to hear of Lionel Hampton, Lester Young with Basie, Charlie Parker with McShann and so on. The only labels at the time producing any jazz were two indie labels. There was a thirst for jazz records that was unequaled till the mid-forties when suddenly everyone and his mother started to produce what was commonly called jazz. The market was saturated within a short time thereafter. There was so much junk about, that it covered up all decent and worthwhile records of any note. One of the miracles of this mound of music called jazz was the ridiculous term of be-bop. This was similar to waving a red flag. Unfortunately, the jazz buyers of the late thirties and early forties had gone to war and came back after a four year revolution in jazz, as well as the battle field. The same terms were applied to Bop that we affectionaly throw at dixieland today (and yesterday). It took ten years to educate the public that music has progressed. Jazz has probably taken the most tremendous strides of any form of music in the past fifty years. You have a more discriminating public. They do not buy jazz for the sake of proving their intellect, but they have gained a tremendous amount of knowledge and enjoyment that the early listeners had no way of obtaining. Through this sensational output of records has emerged a complely new market. New buyers, new recordings, high fidelity. Volume among all these various record companies producing jazz is 100 times the maximum of the early forties.

THE DISK JOCKEY IN JAZZ

Unfortunately, most disk jockeys don't know jazz from a hole in the record. You must gratefully give thanks to the minority of them that faithfully play modern music. Believe it or not, there are not more than 100, and probably less, authentic jazz DJ's in this country. Of course there is the matter of money which causes most working DJ's to veer away from this type of programming. (Ha!) Our authentic jazz DJ's musical knowledge is so far superior to that of the normal pop DJ, yet he is put in the same category as any common disease. All modern music of any note was born out of jazz. Good jazz. To hear some DJ's extolling the jazz values of a pop band of 14 years ago that had no jazz value then and has much less now is pretty disgusting. On the other hand, they will not play a record of jazz value today. This brings up the pop DJ that will play modern music. It has been one of the great factors in the new recorded music. If the most popular DJ can devote one-half hour to jazz, Joe Smallhead looks pretty ridiculous in refusing to play, you'll excuse the expression, "jazz."

One of the mysteries in my life will be the complete indifference to the new jazz, yet one after another, DJ's get on the air with the profound announcement that they are playing one of the great jazz records and then put on Glen Miller or Artie Shaw or Goodman. Fellows, that was fourteen years ago! They're wearing different style clothing, cars have been improved, and there is the Kinsey report on sex. Take off your blindfolds—there are other musicians in the past few years that need to be played now, not fourteen years from today. One of the big helps has been the rhythm & blues disk jockeys. Not all of them, but fifty percent play quite a bit of modern music.

THE INDEPENDENT IN THE JAZZ BUSINESS

You must give credit to the Granz type concert which helped tremendously. This commercial jazz concert helped put over all kinds of jazz. Helped discover people like Peterson and Gillespie and bring out the Parkers and the Dave Brubecks. Concert jazz has the faculty of combining the most commercial in music with the ultra modern. He has made an art of applause, but through this medium he has enabled records of tremendous value to be issued and sold profit-wise. Jazz musicians today are receiving more money than at any other time in their existence. Granz, Lyons (Bluenote), Prestige, Pacific, Roost and others have put jazz on the map today.

THE LP AND HI-FI

With the issuance of LP on jazz, people suddenly discovered a new medium. The adaptability of high fidelity to all this has made a new market. You have almost seen the disappearance of 78 rpm records in this market. LP's are selling the equal of old 78 rpm records only at a cost of four times as much. Your classical buyer has payed attention to jazz records and suddenly become a buyer and vice versa. There's one thing for which I must give credit to the jazz business. Recording-wise and material-wise, the good jazz records can make pop records look pretty ridiculous. Unfortunately, the almighty buck rears its beautiful head and causes us to hide. One wishes enough quality stores had the presence of mind to display this product decently and watch their surprise as sales increase. You are just never stuck with a jazz LP. It is virtually unheard of. This is a fact—there have been sales of 50,000 on a jazz LP!

In the past year, one can see the entry into the jazz field of just about every major—Victor with numerous labels, Columbia with its new accent on this field, Decca is recording LP's, Capitol has started some re-issues and has always had Kenton, Mercury has started the EmArcy label. You can expect within the next year a predominance of jazz releases, but once again remember, only the good ones will remain.

One of the most amazing things about this medium is its acceptability on the foreign market. Believe it or not, you sell more jazz records in different countries than you do in the United States. The demand is tremendous. The approach is completely different. Jazz is treated as an art in Europe and Asia. Only in the United States where its largest steps have been taken and imitated is it treated like an orphan. Artists who have played in Sweden, France and Japan are amazed at the response they receive. They are known by their records and are not treated as freaks. They are accorded the respect due them and they do not have to take off their clothes or lie on their backs or perform any gratuities outside of those necessary.

In the next year you will probably hear some of the finest jazz possible released by all record companies. The main reason for their quality will be the fierce competition. Advertising will be increased; radio plays will increase; some adventuresome DJ that has a tremendous pop audience will champion jazz more and more; and with this increase you will see sales completely out of scope to the nineteen forties.

JUST RELEASED!
① "ONE MORE CHANCE"
b/w "BOOGIE BABY"
by J. T. BROWN
J.O.B. 1103
② "SHAKE IT, BABY"
b/w "WOMAN TROUBLES"
by SUNNYLAND SLIM
J.O.B. 1105
J.O.B. RECORDS
1121 W. 59th ST. CHICAGO, ILLINOIS
Tel: PR 8-1337

JOEL TURNERO
★ ARTISTS & SPECIAL MATERIAL ★
TERRIFIC TUNES
BISHOP BLDG.
271 W. 125 ST. SUITE 210 NEW YORK, N.Y.
MO. 6-3810

IT'S GREAT! IT'S DIFFERENT!
The Rhythm and Blues Version of Today's # 1 Song
BERTICE READING
sings
"LITTLE THINGS MEAN A LOT"
RCA VICTOR—GROOVE RECORDS G-0022

MR. OPERATOR!
May we serve you with the very finest record lines in the country — — 45's & 78's
ON THE FOLLOWING LABELS
APOLLO
DREXEL
DUKE
EPIC
GEE
GOTHAM
HOLLYWOOD
LLOYDS
OKEH
PARROT
PEACOCK
PRESTIGE
ROYAL ROOST
RPM
STATES
SWINGTIME
TRUMPET
UNITED
UNITED RECORD DISTRIBUTORS
4806 S. COTTAGE GROVE AVE. CHICAGO 15, ILL.
(OAKLAND 4-8133)

Records Give People The Music They Want When They Want It

by HERMAN LUBINSKY

I can remember back in 1939 when I just put my both feet in the record business (pressings were 10½c). It was a great business, no unfair competition, no payolas, no cloak and suiters, no hit and runners and all radio stations eager to play your records and dealers waiting in line with greenbacks to buy your records.

But things have changed since mother was a girl and a lot of record companies have gone over the dam because they didn't have the know-how. Now I hear a lot of talk about what this record business needs is a big hit. That's a lot of boloney. What the record industry needs is less record releases—over all—there are too many record companies releasing records and the buyers are confused. Too many manufacturers are overlooking the juke boxes and figure that they are unimportant. To me they're just as important as a disk jockey—how blind can they be?

Television has cut a lot of inroads into record buying—a free evening's entertainment for the cost of the juice. If you don't believe it, next time you're in the slums, look up on the roofs of the shacks and see not one, but 2 T.V. aerials and, remember, that's a big part of our business.

We make records for the "Man with the Dinner Pail". He's got his T.V. for his entertainment—but when he wants music of his liking, its records —"The music he wants"—when he wants it and as many times as he wants it.

The record business is here to stay but it's getting narrower day by day. The whole method of distribution needs an overhauling. Likewise the industry needs one too.

Smutty, double entendre records should be banned. The industry needs a "Will Hayes" as it is the most disorganized one of all in the U. S. Not to fix prices but to straighten the weak boys out in their conduct. It's a great business, full of evils and some evils are necessary. Maybe the amplitude of good judgment has been trespassed, but I can see prosperity arise out of chaos when the cloak and suiters return to their fold.

The Cash Box has become a daily necessity—the job of the editor being a thankless one trying to satisfy everyone in the industry—a bit of selfishness here and there — on the part of an over enthusiastic manufacturer—a bit of high pressure here and there and, as usual, they all live through it.

Keep up the good work.

"5" ROYALES

Thanks Disk Jockeys
"5 ROYALES"
Our new release is out
and it's a humdinger. It is
"LET ME COME BACK HOME"
and
"WHAT'S THAT"
Apollo #458
APOLLO RECORDS
457 WEST 45th STREET, N. Y.

Don Robey Built His Record Firms On High Principles

DON ROBEY

Don Robey has always claimed that because one of his night club entertainers didn't see eye to eye with a record affiliation back in 1949, Don Robey built, in just five years, two of the strongest independent labels in the entire record business, Peacock Records and Duke Records.

Having no experience in the industry to guide him, Don applied the golden rule and his midas-like touch in the selection of artists and gathered such names together as Willie Mae Thornton, Johnny Ace, Gatemouth Brown, Johnny Otis, Little Junior Parker, Junior Ryder, Marie Adams, Earl Forest and Joe Fritz to mention a few well-known artists in the Rhythm & Blues field.

Realizing that there was tremendous potential in the field of spiritual music, Don again reached out and gathered a galaxy of stars including the Original Five Blind Boys, Bells of Joy, Dixie Humming Birds, Sister Jessie Mae Renfro, Spirits of Memphis, Brother Cleophus Robinson and the Sensational Gales.

Peacock Records today is quite a different proposition than it was five years ago. It's first home was an 8 x 10 office on Lyons Avenue in Houston. Its staff consisted of Don Robey and one secretary. It had a roster of one artist. But hard work, careful management and endless patience saw the young firm work up a great momentum.

Peacock introduced the idea of adding a drum to the beat of spiritual groups. Later it further supplemented spirituals with horns and it looks as though full orchestration will be next.

In 1951, spurred on by the tremendous success of "Our Father" by the Original Five Blind Boys, which was the biggest selling spiritual record of the year and which is still registering consistent sales, Don bought Ralph Records' pressing plant and Quinn Records' processing plant and began turning out his own product.

1951 also saw the staff of Peacock Records grow by one. Irving Marcus came in as Sales Representative and the records began to go out faster and farther.

In 1952, Don acquired an interest in Duke Records of Memphis, Tennessee, but Don sheepishly admits he was not at all interested in a record he was asked to audition by a young unknown singer named Johnny Ace. The disk, submitted for audition only, made with only two instruments—a piano and saxophone—and Ace's singing, was called "My Song" and sold 53,000 copies in its original form at the NAMM Convention in New York before the first record was pressed.

Peacock was again rewarded with the best spiritual record of the year in 1952 when it released "Let's Talk About Jesus" by the Bells of Joy.

As far as Johnny Ace goes, Don says his biggest chagrin even today is his seemingly constant practice of putting out two-sided Johnny Ace hits.

1953 saw such progress that Peacock outgrew its offices. The firm moved to its present site, a modern 150 by 100 foot building, where the entire operation could be centralized but not before Willie Mae Thornton copped the award for the best R&B record of 1953 with "Hound Dog" or The Five Blind Boys received an award for the most programmed spiritual group of the year.

Today Peacock Records' home staff consists of 23 busy technicians, secretaries, shipping personnel and the like. In addition Don constantly thinks about the 43 American and foreign distributors who handle the Peacock and Duke labels and the 500 disk jockeys throughout the country who play them daily on their radio shows.

In early 1954, Peacock installed a luxurious recording studio with the finest recording equipment available, which was the finishing touch to what it has always been from the start—Big Business. Deserving all the pride he has in his tremendous achievement, Don says, "Following our proven formula that endless patience, hard work, careful management, and above all, respect for your fellow man pays off, I kinda feel that the best is yet to come."

Stars Over Harlem

Accepted the invitation of sensational blues belter **Chuck Willis** to sit in and dig the new batch of material he's busy readying for his scheduled date before the record mikes upon completion of the new ditties. . . . Atlantic's **Ahmet Ertegen** gives out with the news that **Joe Turner** is also set for new etchings and releases at any second. . . . **Floyd "Moon Shine" Dixon** moves in on the local scenes after successful stints in the Ohio parts to also do a bit of slicing. . . . In again out again quick and quiet like eased the hardhitting **Swallows** to swing-sing a few for the newly formed After Hours record company staff-men, who lost no time in releasing pronto their first twosome entitled "My Baby" and "Good Time Girls." Those who chanced to hear the first few air plays of these pressings say that they possess all the good commercial gimmicks which are needed to net the big money. . . . Record personalities from here and there took time out to issue good tidings to likeable **Willie Bryant** and side-kick **Shelton Lewis.** Among those spotted visiting with station W. H. O. M. platter spinners were **Ben Blaine** tunesmith **Larry Douglas, Ahmet Ertegen,** uptown retailer **Buddy Dunk** and **Bill Jenkins,** busybody of the W. L. I. B. airlines. Shelton has been promoted to producer of the nightly "After Hours Swing Session" and called upon **The Cash Box** to notify the gentlemen of the trade to make certain that he gets their many releases. . . . The wee hours of Tuesday a. m. found this column catching the tail end of the big birthday party for W. H. O. M. jock **Georgia Carr** and the last men to leave the gala affair were **Leigh Kamman** and the mighty **Duke Ellington.** . . . Same wee hours, this time on Thursday morn found us gracing the premises of the beautiful new Basin Street nightery where we enjoyed music to no end as delivered by the new third herd of **Woody Herman** and the always pleasant antics of wailing **Errol Garner.** Met and chatted with **Ralph Watkins** (he's the big wheel at the above mentioned gathering place) who smilingly notified us of the opening of **Illinois Jacquet, Gerry Mulligan** and **Oscar Peterson** comes June 29th. Recording live wire **Lee Magid** predicting big things for new discovery **Betty St. Clair.** Caught Seeco's **Joe "Poor Butterfly" Roland** making the rounds of the Harlem jocks and spots with his latest sizzling waxing. . . . **Billy Ward** proudly displaying his "Three Coins In The Fountain" disk and telling about his **Dominoes'** latest doings while the guest of **Hal Jackson.** . . . Ops lend an ear to **Bill Doggett's** earpleasing reading of "Easy." You'll find it's another King hit.

When the Great Day Comes

by FRED MENDELSOHN

Everybody has a theory on how to return the record business to its normal capacity. Here's mine! I simply feel that there is nothing wrong with the business but the people in it. It's a case of locking the barn after the horse has been stolen. This is my idea on how to return that horse. The retailer must sell records of *all* labels which are accepted by the public. He must have a wider variety of merchandise for his customers who want Classical, Pop, R & B, Country Jazz, etc. "You can't do business from an empty wagon."

The distributor should stay in his own back yard and promote merchandise from accredited labels. His job is strictly to promote and sell. He should have nothing else on his mind, such as manufacturing, pressing, retailing, etc. "Too many cooks spoil the broth."

The manufacturer should concentrate on records the industry can be proud of. Smut, double entendre racial slurs, etc. must go. He must know the problem of the distributor and retailer and he must act accordingly. Too many releases reflect in sales. You must promote harder and longer to get the best results. "Big oaks from little acorns grow."

When the industry recognizes these evils, and everybody does the job they are supposed to do, the industry will become more prosperous than ever before. Watch and see — "WHEN THAT GREAT DAY COMES."

Coming Up In R&B

Listed Alphabetically

BALLIN' THE JACK
Perez Prado
(RCA Victor 20-5738)
New Orleans

BIG FOOT MAY
Hal Paige
(Atlantic 1032)
Ft. Worth, New Orleans

I'M SLIPPIN' IN
The Spiders
(Imperial 5291)
St. Louis

SLOPPY DRUNK
Jimmy Rogers
(Chess 1574)
Shreveport

WHAT MORE DO YOU WANT ME TO DO
Larry Darnell
(Okeh 7024)
New York, St. Louis

YOU WERE MY LOVE
Luther Bond and The Emeralds
(Savoy 1131)
Newark

CONGRATULATIONS
to
THE CASH BOX
on its
12th ANNIVERSARY
Modern Record Distributing Co.
BUNNY AND MIKE KURLAN
2978 W. PICO BLVD.
LOS ANGELES 6 CALIF.

Three Grads

NEW YORK—Three notable figures, all New York City Stuyvesant High School Alumni, were among those honored at the school's 50th anniversary dinner. They were, left to right, Robert M. Weitman, vice-president of the Radio and Television Division of the American Broadcasting-Paramount Theatres, Inc.; Frank Hussey, Stuyvesant's greatest athlete and U.S. Olympic star, and Ted Husing, veteran sports-caster and conductor of the WMGM "Bandstand" program. The three grads are shown holding their achievement awards presented to them at the dinner which was the opening gun of a scholarship drive for deserving students.

HERE IT IS!
THE THRILLERS
"'LIZABETH"
and
"PLEASE TALK TO ME"
432
Herald RECORDS 236 W. 55 St. New York N. Y.

LOOKS BIG!
SUGAR MAMA—PEACHY PAPA
by
PERCY MAYFIELD
499 # 499-45
Specialty records
8508 Sunset Blvd., Hollywood 46, Cal.

NATION'S LEADING LINES
E AND E ENTERPRISES
CAROLINA'S LEADING DISTRIBUTORS
803 S. CEDAR ST.—PHONE EDISON 2-7665
CHARLOTTE 8, N. C.
APOLLO — ATLANTIC — BETHLEHEM — BRUNSWICK — CORAL
CAT—CARVER—DUKE—FANTASY—FIESTA—FABOR—GOTHAM
JOSIE — LLOYDS — MAGNET — PARROT — PEACOCK—PRESTIGE
REGENT — SAVOY — TIMELY — WALLIS — RGA KIDS

AWARD OF THE WEEK! BREAKING FOR A HIT!
Savoy # 1131
"YOU WERE MY LOVE"
By LUTHER BOND and his EMERALDS
GETTING BIGGER Savoy # 1128
"BLUE HOURS"
By HOTSHOTS
SAVOY RECORD CO, INC.
58 Market St., Newark, N.J.

F&W WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"I FORGOT MORE THAN YOU'LL EVER KNOW"

★

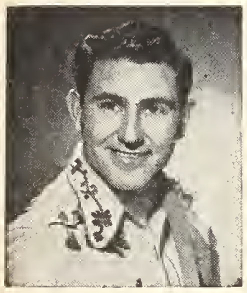
DAVIS SISTERS

RCA VICTOR RECORDS

★

FAIRWAY MUSIC

MOST PROGRAMMED MALE VOCALIST



WEBB PIERCE

★

DECCA

MOST PROGRAMMED FEMALE VOCALIST

KITTY WELLS

★

DECCA

MOST PROGRAMMED BAND

PEE WEE KING

★

RCA VICTOR

MOST PROGRAMMED VOCAL GROUP

CARLISLES

★

MERCURY

MOST PROGRAMMED INSTRUMENTAL GROUP

CHET ATKINS

★

RCA VICTOR

UP AND COMING MALE VOCALIST

TOMMY COLLINS

★

CAPITOL

UP AND COMING FEMALE VOCALIST

GINNY WRIGHT

★

FABOR

UP AND COMING VOCAL GROUP

JIM EDWARD BROWN

★

MAXINE BROWN

★

FABOR

VOTED No. 1

WESTERN SWING BAND 1953-1954
(DOWNBEAT)

VOTED No. 1

COUNTRY & WESTERN ARTIST 1953
(THE CASH BOX)

MY SINCERE BEST WISHES TO THE CASH BOX ON YOUR 12th ANNIVERSARY AND THANKS TO ALL FOR YOUR CONTINUED ACCEPTANCE . . .

HANK THOMPSON

and his BRAZOS VALLEY BOYS

Hank Thompson

GOING GREAT WITH

"HONKY TONK GIRL"

and

"WE'VE GONE TOO FAR"

CAPITOL RECORD
# 2823

Capitol
REG. U.S. PAT. OFF.
RECORDS

Personal Management:

JIM HALSEY

Suite 604 • Professional Building
Independence, Kansas
(Write or wire for booking information or phone Independence 1203)

Deepest Appreciation
And Thanks
To You All Who
Made It Possible

PEE WEE
KING

No. 1 MOST PROGRAMMED
COUNTRY BAND

(In The Cash Box Annual Disk Jockey Poll)

•

Hearty Anniversary Greetings
To
THE CASH BOX

RCA VICTOR
FIRST IN RECORDED MUSIC

THE CASH BOX FOLK & WESTERN DISK JOCKEY REGIONAL RECORD REPORTS

Clarence Kneeland
WCRI-WICH-Jewett City, Conn.

1. I Get So Lonely (Johnnie & Jack)
2. I Really Don't Want To Know (Eddy Arnold)
3. Slowly (Webb Pierce)
4. My Friend (Red Foley)
5. Please Paint A Rose (Slim Whitman)
6. I Love You (Wright & Reeves)
7. Honky Tonk Girl (Thompson)
B. Secret Love (Slim Whitman)
9. Bimbo (Jim Reeves)
10. Dancing Country Style (Zack)

"Chuckwagon" Chuck Nichols
KOWB-Laramie, Wyoming

1. Slowly (Webb Pierce)
2. You Better Not Do That (Tommy Collins)
3. I Love You (Wright & Reeves)
4. Secret Love (Slim Whitman)
S. As Far As I'm Concerned (Red & Betty Foley)
6. The Lilies Grow High (Sons Of The Pioneers)
7. Jilted (Red Foley)
B. Good Deal, Lucille (Al Terry)
9. Am I Seeing Things (Strange)
10. Bimbo (Rod Morris)

Billy "The Kid" Stanley
WNOE-New Orleans, La.

1. Back Up Buddy (Carl Smith)
2. I Get So Lonely (Johnnie & Jack)
3. I'll Be There (Ray Price)
4. Slowly (Webb Pierce)
5. Shake A Leg (Carlisles)
6. I Don't Hurt Anymore (Snow)
7. Don't Drop It (Terry Fell)
B. You Better Not Do That (Tommy Collins)
9. You're Right (Faron Young)
10. Thank You For Calling (Billy Walker)

Bill Thornton
KRLW-Walnut Ridge, Ark.

1. Sparkling Brown Eyes (Pierce & Wilburn Bros.)
2. I Get So Lonely (Johnnie & Jack)
3. One By One (Wells & Foley)
4. Even Tho (Webb Pierce)
5. Good Deal, Lucille (Al Terry)
6. I'm A Stranger In My Home (Wells & Foley)
7. Looking Back To See (J. E. & M. Brown)
B. Make Love To Me (G. Hill)
9. Release Me (Ray Price)
10. Back Up Buddy (Carl Smith)

Lon Backman
WVOT-Wilson, N. C.

1. One By One (Foley & Wells)
2. Back Up Buddy (Carl Smith)
3. Even Tho (Webb Pierce)
4. He's Married To Me (Wells)
5. You Better Not Do That (Tom Collins)
6. My Friend (Red Foley)
7. Sparkling Brown Eyes (Pierce & Wilburn Bros.)
B. A Fooler, A Faker (Thompson)
9. Pretty Words (Marty Robbins)
10. Release Me (Ray Price)

Carl J. Swanson
WRUN-Utica, N. Y.

1. Downhill Drag (Chet Atkins)
2. Release Me (Kitty Wells)
3. I Don't Hurt Anymore (Snow)
4. Forbidden Fruit (Tabby West)
5. Foggy Mountain Top (Davis Sisters)
6. I Was Burned In Carolina (Bert Bryson)
7. Looking Back To See (Hill & J. Tubb)
B. I Get So Lonely (A. Smith)
9. I'll Be There (Ray Price)
10. You Can't Be True Dear (Mulcays)

Ray Frazier Country Junction
WXGI-Richmond, Va.

1. I Loved You So Much I Let You Go (Ray Price)
2. Vegetable Love (Zag Pennell
3. I Don't Hurt Anymore (Snow)
4. Even Tho (Webb Pierce)
S. We're Gone Too Far (Hank Thompson)
6. Wiggle Worm Wiggle (Evans)
7. You're Not Easy To Forget (Kitty Wells)
B. You Can't Judge A Book By Its Cover (Mac Wiseman)
9. Sweet Love (Tom Anderson)
10. Much Too Young To Die (Ray Price)

Cousin Johnny Small
WNLC-New London, Conn.

1. Slowly (Webb Pierce)
2. I Really Don't Want To Know (Eddy Arnold)
3. I'll Be There (Cowboy Copas)
4. Back Up Buddy (Carl Smith)
5. One By One (Wells & Foley)
6. I Love You Little Darling (Doc Williams)
7. Good Deal, Lucille (Al Terry)
B. Shake A Leg (Carlisles)
9. Haunting Waterfall (M. Torok)
10. Sparkling Brown Eyes (Jerry & Sky)

"Cuz'n" Larry Lane
WEBK-Tampa, Fla.

1. Jealous Loving Heart (Tubb)
2. I'll Be There (Ray Price)
3. I Get So Lonely (Johnnie & Jack)
4. Much Too Young To Die (Ray Price)
S. I Don't Hurt Anymore (Snow)
6. Even Tho (Webb Pierce)
7. One By One (Foley & Wells)
B. I Need You (Johnnie & Jack)
9. Back Up Buddy (Carl Smith)
10. Caffeine & Nicotine (Gordon)

Bob Edwards
WRTV-Asbury Park, N. J.

1. Slowly (Webb Pierce)
2. I'll Be There (Ray Price)
3. You Better Not Do That (Tommy Collins)
4. I Really Don't Want To Know (Eddy Arnold)
5. Good Deal, Lucille (Al Terry)
6. I Get So Lonely (Johnnie & Jack)
7. Back Up Buddy (Carl Smith)
B. Release Me (Jimmy Heap)
9. As Far As I'm Concerned (Red & Betty Foley)
10. Cry, Cry, Darling (Newman)

Joe Daboul
WJKO-Springfield, Mass.

1. Even Tho (Webb Pierce)
2. I Don't Hurt Anymore (Snow)
3. My Everything (Eddy Arnold)
4. Mind Your Own Business (Hank Williams)
5. Rose Marie (Slim Whitman)
6. Back Up Buddy (Carl Smith)
7. As Far As I Am Concerned (Red & Betty Foley)
B. Be Glad You Ain't Me (Porter Wagoner)
9. Shake A Leg (Carlisles)
10. You're Right (Faron Young)

Charlie Walker
KMAC-San Antonio, Texas

1. I Get So Lonely (Johnnie & Jack)
2. Even Tho (Webb Pierce)
3. Then I'll Stop Loving You (Jim Reeves)
4. I Don't Hurt Anymore (Snow)
5. Slowly (Webb Pierce)
6. Looking Back To See (Hill & J. Tubb)
7. Don't Drop It (Terry Fell)
B. One By One (Foley & Wells)
9. I'll Be There (Ray Price)
10. Tell Her Lies And Feed Her Candy (Charlie Walker)

Smokey Smith
KRNT-Des Moines, Iowa

1. Cry, Cry Darling (Newman)
2. Looking Back To See J. E. & M. Brown)
3. Tell Her Lies And Feed Her Candy (Charlie Walker)
4. One By One (Foley & Wells)
5. Honky Tonk Girl (Thompson)
6. My New Love Affair (Sovine)
7. You Can't Judge A Book By Its Cover (Mac Wiseman)
8. Blue Guitar (Sheb Wooley)
9. Even Tho (Webb Pierce)
10. Much Too Young To Die (Ray Price)

Cracker Jim Brooker
WMIE-Miami, Fla.

1. My Everything (Eddy Arnold)
2. I Really Don't Want To Know (Eddy Arnold)
3. I Get So Lonely (Johnnie & Jack)
4. One By One (Foley & Wells)
5. Even Tho (Webb Pierce)
6. I Don't Hurt Anymore (Hank Snow)
7. Make Love To Me (G. Hills)
B. Slowly (Webb Pierce)
9. Back Up Buddy (Carl Smith)
10. Pretty Words (Marty Robbins)

Marty Licklider
WERE-Erie, Pa.

1. I Get So Lonely (Johnnie & Jack)
2. I'll Be There (Cowboy Copas)
3. Back Up Buddy (Carl Smith)
4. I Really Don't Want To Know (Eddy Arnold)
5. Slowly (Webb Pierce)
6. Backward, Turn Backward (Pee Wee King)
7. Cry, Cry Darling (Newman)
B. You Better Not Do That (Jimmy Dickens)
9. I Don't Hurt Anymore (Snow)
10. Rose Marie (Slim Whitman)

"Tater" Pete Hunter
KRCT-Baytown, Texas

1. One By One (Foley & Wells)
2. I Don't Hurt Anymore (Snow)
3. Cry, Cry, Darling (Newman)
4. Jealous Loving Heart (Tubb)
5. Make Love To Me (G. Hill)
6. I Get So Lonely (Johnnie & Jack)
7. I Always Get A Souvenir (Tommy Collins)
B. Sparkling Brown Eyes (Pierce & Wilburn Bros.)
9. Then I'll Stop Loving You (Jim Reeves)
10. You're Not Easy To Forget (Kitty Wells)

Jolly Cholly
WWEZ-New Orleans, La.

1. Wiggle Worm Wiggle (Eanes)
2. Baby He's A Wolf (Faribrun)
3. Beating On The Ding Dong (Jim Reeves)
4. You Can't Have My Love (Jackson & Gray)
5. Country Boys Love (R. Simth)
6. Much Too Young To Die (Ray Price)
7. Honey, Won't You Please Come Home (L. McDaniel)
B. One By One (Wells & Foley)
9. My Tears (Van Howard)
10. We've Gone Too Far (Hank Thompson)

Shel Horton
WVAM-Saxton, Pa.

1. Two Whoops And A Holler (Jean Shepard)
2. Shake A Leg (Carlisles)
3. Jole John (Betty Amos)
4. Echo Bonita (Smith Bros.)
5. Good Deal, Lucille (Al Terry)
6. Chapel On The Hill (Arnold)
7. Slowly (Webb Pierce)
B. Rose Marie (Slim Whitman)
9. Chugging On Down 66 (Smiley Burnette)
10. I Get So Lonely (Jim Wakely)

Henry Tuck
WREV-Reidsville, N. C.

1. Cry, Cry, Darling (Newman)
2. Back Up Buddy (Carl Smith)
3. I Think I'm Gonna Cry (George Morgan)
4. One By One (Foley & Wells)
5. Make Love To Me (G. Hill)
6. Shake A Leg (Carlisles)
7. I Get So Lonely (Johnnie & Jack)
B. I Saw Your Face In The Moon (Mac Wiseman)
9. Point Of Order (Cactus Pryor)
10. Even Tho (Webb Pierce)

Dal Stallard
KCMO-Kansas City, Mo.

1. I Don't Hurt Anymore (Snow)
2. One By One (Wells & Foley)
3. I Really Don't Want To Know (Eddy Arnold)
4. Even Tho (Webb Pierce)
5. Looking Back To See (Hill & J. Tubb)
6. Back Up Buddy (Carl Smith)
7. As Far As I'm Concerned (Red & Betty Foley)
B. Breaking The Rules (Hank Thompson)
9. Somebody Lied (Ferlin Husky)
10. Pretty Words (Marty Robbins)

Doug Smith
WSLS-Roanoke, Va.

1. Even Tho (Webb Pierce)
2. Looking Back To See (J. E. & M. Brown)
3. Pretty Words (Marty Robbins)
4. One By One (Wells & Foley)
S. He's Married To Me (Wells)
6. Shake A Leg (Carlisles)
7. Goodnight Sweetheart, Goodnight (Johnnie & Jack)
B. He'll Part The Water (Carson)
9. Back Up Buddy (Carl Smith)
10. I Think I'm Going To Cry (George Morgan)

Happy
Anniversary
To The
Cash Box

Thanks
To The Nation's
Operators
Dealers
Jockeys

SLIM
WHITMAN

sings

A POWERFUL NEW RELEASE

"BEAUTIFUL DREAMER"

and

"RIDE AWAY"
(WITH A SONG IN YOUR HEART)

IMPERIAL RECORD # 8257

●

FEATURED STAR

KWKH

"LOUISIANA HAYRIDE"

Management
O. K. MAKELA
3446 LINDA DRIVE
DALLAS, TEXAS

•

Exclusively on
Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

A Big Thanks
Fellas . . .
OPS, DEALERS, JOCKEYS

RED
SOVINE

NEW RELEASE
"DON'T DROP IT"
b/w
"DON'T BE THE ONE"
Decca 29211

Still Going Strong
"MY NEW LOVE AFFAIR"
b/w
"HOW DO YOU THINK I FEEL"
Decca 29068

HAPPY ANNIVERSARY
CASH BOX

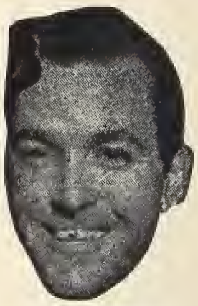
FEATURED STAR
KWKH
"LOUISIANA HAYRIDE"

DECCA
RECORDS

THE CASH BOX FOLK and WESTERN ROUNDUP

Jim Reeves (Abbott) and **Charlie Walker** (Decca) teamed up for a personal appearance at the 'Barn' in San Antonio on June 18th. On June 11th, at the 18th Annual Fiddler's contest held in Crockett, Texas, which featured Jim Reeves as the major draw, crowds turned out to the tune of 14,000. Junior Chamber of Commerce handled the promotion. **Neva Starnes**, Beaumont, Texas, has taken on the personal management duties of **Jean Shepard** (Capitol). The Capitol thrush has just completed a tour through Oklahoma. **Red Sovine** (Decca) did guest spot on Grand Ole Opry Saturday, June 19th . . . guesting on the NBC coast-to-coast broadcast. **Stan Lewis**, Shreveport, La., reports that **Jack Ford** (Chess) has just completed his first recording session for the label. . . . "That's All You've Gotta Do" and "I Understand Just How You Feel." **Hank Snow** and **Ernest Tubb** currently touring through Texas, with **Oscar Davis**, veteran promoter and artist's manager, **Dub Allbritten** handling the promotion. **Jim Wilson**, WHOO, Orlando, Florida, comes through with this newsworthy item . . . arrangements are now being completed for a half-hour daily show to be on a minimum of ten Florida stations, in addition to Jim's regular show on WHOO. The set-up is being handled by Hol-Mar Productions, Orlando. Starting date to be announced soon. The **Davis Sisters** playing dates in Kentucky. The girls will be featured along with **Homer and Jethro, Eddy Arnold, Pee Wee King**, and a host of other Country Music stars at the Hillbilly Homecoming in Knoxville on July 1st. Recently the girls visited with **Nelson King**, WCKY, Cincinnati. The **Minnie Pearl** show recently drew 7000 persons at the Northwest Arkansas Broiler Festival. The package set by Jamboree Attractions also included **Tommy Sosebee**, the **Oklahoma Wranglers, Penny Nichols**, and **Lennie** and **Goo Goo. Jerry Rowley** (Fabor), **Jim Reeves** (Abbott) and **Maxine** and **Jim Edward Brown** (Fabor) set for an Abbott Record Caravan which will kick off in Hollywood, California. **Joe "Cannonball" Lewis** has recently signed a new recording contract with MGM records and is due to cut his first session in Nashville within the next few weeks. Joe is the artist who creates those terrific train whistle effects with his voice. **Bill Thornton**, KRLW-Walnut Ridge, Ark., and his wife **Louise**, all smiles since the arrival of their first child, **"Melody Artith." Homer and Jethro** (RCA Victor) set for their first Canadian tour coming up soon. **Darrell Glenn** under the personal management of his father . . . **Artie Glenn**, Ft. Worth, Texas . . . writer of "Crying In The Chapel" with which his son made all hit parades with only a year ago, has Darrell working through California. Darrell just recently did his first session for RCA Victor. **Del Wood, Little Jimmie Dickens, Johnnie** and **Jack, Kitty Wells**, just returned from successful tour in Canada. **Ferlin Huskey** (Capitol) who recently affiliated himself with WSM's Grand Ole Opry, just completing personal appearances in Oklahoma. **Red Garrett** (RCA Victor) set for a 13-week tour in Canada. **Marge Dickens** of the **Dickens Sisters** singing trio expecting a new arrival to their family soon. **Carl Smith** and his Tune-Smiths back in Nashville after four weeks on the road. **Jim Reeves** set for personal appearance at Hillbilly Village, Jefferson City, Mo., July 4th and July 5th.

JACK FORD



TOMMY SOSEBEE

WAX WISE

Here's a combination. . . . **Grandpa Jones** and **Ruby Wells** team up for a fine recording of "Lookin' Back To See." **Pee Wee King** turns in a fine performance with his latest release "In A Garden Of Roses." . . . **Redd Stewart** expertly handling the vocals. Tune recorded in the 'pop' field by **Joni James**. Goday Music is the publisher. Going strong is the new **Marty Robbins** release "Pretty Words" and "Your Heart's Turn To Break." **Slim Whitman** who has made a successful mark in the Country field with his particular style, comes up again with another tune that should spell success all the way . . . it's "Beautiful Dreamer" and "Ride Away (With A Song In Your Heart)." In the short space of only a year, **Mitchell Torok** (Abbott) has proven himself as another great writer, and a fine artist. Mitch has a fresh offering on the market "Haunting Waterfall" and "Dancerette" that should add to his growing list of successful tunes! Occasionally, there pops up a song that continues to get the play over a period of time. Two such incidents of this type of song are **Red Foley's** "As far As I'm Concerned," recorded with **Betty Foley**. The other one is **Jim Reeves'** recording of "Then I'll Stop Loving You." Both of these tunes have shown a widespread of popularity over a period of time. The **Wilburn Brothers** (Decca) come forth with their initial recording that's solid all the way. . . . "A Little Time Out For Love" . . . good luck, **Doyle** and **Teddy**. **Hank Thompson** turns in a fine performance on a juke box natural . . . "Honky Tonk Girl" and "We've Gone Too Far." **Kitty Wells**, leading female vocalist in the Country field, turns in another 'top' performance with her latest waxing . . . "He's Married To Me" and "You're Not Easy To Forget." **Murray Nash**, Acuff-Rose Publications, Nashville, reports that **Wesley Rose** out on promotional junket, plus contact work with their Hickory Record Distributors, covering Georgia and Florida territory. **Mel Foree**, field rep for Acuff-Rose just returned from three-weeks' work in Texas, where big push was put behind the **Jimmie Collie** recording of "My Heart And I" and the **Tommy Hill** recording of "Bright Lights Is Your Heaven" and "Say It Now." **Al Rogers** signed as a new artist for label "X" and did his first session in Nashville recently where he will remain for awhile. **Cousin Ed Denkema** of WGRD in Nashville for visit with friends at Grand Ole Opry backstage. Dankema flew into Nashville with one of his sponsors. **Horace Logan**, Program Director of KWKH and the "Louisiana Hayride" now featuring big batch of Country artists with 'hit' recordings. **Pappy Covington**, heads up the station's Artist Service Bureau. Artists featured on the "Hayride" are **Carolyn Bradshaw, Ginny Wright, Maxine and Jim Edward Brown, Jim Reeves, Red Sovine, Mitchell Torok, Slim Whitman, Jerry Rowley, Tibby Edwards, Johnny Horton, Hoot and Curly. Fred Rose** recording a session with the **Andrews Brothers**.

RED GARRETT

FOLK AND WESTERN REVIEWS

DISK & SLEEPER · EXCELLENT · VERY GOOD · GOOD · FAIR · MEDIOCRE

THE CASH BOX BULLSEYE of the WEEK

"MOODY'S GOOSE" (2:32) [Acuff-Rose BMI—Carlisles, Lawley, Mack]

"IF YOU DON'T WANT IT" (2:05) [Cedarwood BMI—Hager, Glasgow]

THE CARLISLES
(Mercury 70405)

● The Carlisles, recently nominated "The Most Programmed Vocal Group" in the annual Cash Box Disk Jockey Poll, make their bid for continued laurels with two happy sounding sides. Top half dubbed "Moody's Goose" is an entertaining light-hearted novelty with the cutest lyrics. The lower lid, "If You Don't Want It," subtitled "The Salesman's Song," bounces along in real delightful fashion. Great instrumental work on two winners.

"I AIN'T GOT NOTHIN' BUT TIME" (2:42) [Acuff-Rose BMI—H. Williams]

"I'M SATISFIED WITH YOU" (2:32) [Milene ASCAP—Rose]

HANK WILLIAMS
(MGM 11768)

● And once more MGM digs into the seemingly endless collection of Hank Williams' tunes. Hank, whose name is now a legend in the annals of country music, had what it took and certainly knew what to do with it. As evident on this current release, the master's wonderful talent is displayed on an original, refreshing novelty titled "I Ain't Got Nothin' But Time." Flip, "I'm Satisfied With You" is a delightful, quick beat romantic ditty with big hit possibilities.

"HOW LONG" (2:35) [Ridgeway BMI—P. W. King, C. Covington]

"IN A GARDEN OF ROSES" (2:16) [Goday BMI—M. J. Babbitt]

PEE WEE KING AND HIS BAND
(RCA Victor 20-5782)

● As the old saying goes (almost), "The proof is in the pudding," and Pee Wee King and his band continue to be one of the top recording outfits in the business. The "pudding" this time is The Cash Box DeeJay Poll and the "proof" is that Pee Wee's crew won top honors as the Most Programmed Band. King's latest releases, featuring Redd Stewart's voice, are two beautiful sentimental tunes dubbed "How Long" and "In A Garden Of Roses." Both are '"A" sides.

WILBURN BROTHERS
(Decca 29190)

B+ "A LITTLE TIME OUT FOR LOVE" (2:15) [Cedarwood BMI—D. Wilburn, T. Wilburn] The Wilburn Brothers have a good chance to hit the big time in a big way on this enchanting, quick beat romantic item.

B+ "IF YOU LOVE ME" (2:42) [Duchess BMI—G. Parsons, M. Monnot] Under portion is a current pop smash that the boys deck out in captivating fashion. Terrific sound on both ends.

FERLIN HUSKEY
(Capitol 2835)

B+ "HOMESICK" (2:45) [Central BMI—B. Cole] Ferlin Huskey takes a bow with a real inviting reading on a tender, moderate beat sentimental piece. Look for lots of play on this deck.

C "THE DRUNKEN DRIVER" (2:20) [Beechwood BMI—Arr.: G. Adams] On the lower end Huskey delivers a straight recitation of a heartbreaking tale that gets its message across. Deck's aim is to curb reckless driving.

JIMMY OSBORNE
(King 1363)

B "BLUE DAYS AND LONELY NIGHTS" (2:46) [Lois BMI—E. Worley] Jimmy Osborne's voice comes across in a fine manner on a middle tempo sentimental piece. Expressive lyrics are enhanced by a pleasing string backdrop.

B "INVEST YOUR LITTLE HEART IN MINE" (2:18) [Tannen BMI—B. Carver] On the flip half, Osborne promises his sweetheart some excellent dividends if she'll take out a few shares of his love. A gay side.

BOBBY DICK
(Hickory 1011)

B "I FEEL LUCKY" (Yes, I Do) (2:05) [Milene ASCAP—Rose, Heath] The distinctive vocal styling of Bobby Dick lends itself to a sparkling, quick beat tune with a cheerful set of lyrics. Strings back in easy-on-the-ear fashion.

B "A PRISONER OF A BROKEN HEART" (2:18) [Acuff-Rose BMI-Hayes] A middle tempo lover's lament is movingly projected by the mellow-toned artist. Two appealing sides.

DON PAYNE
(Starday 150)

B "POGO THE HOBO" ([Starrite BMI—Payne] The smooth chords of Don Payne take the spotlight as he etches a quick beat, carefree tune in spirited style. Deck could create much excitement in the jukes.

C+ "FOREVER" [Starrite BMI—Payne] On the reverse platter, Payne comes through with a poignant reading on a slow tempo, tearful tune. Pretty blending of melody and lyrics.

JIMMY KINCHEN
(Imperial 8251)

B "JUST A DREAMER" (2:00) [Commodore BMI—J. Kinchen] Jimmy Kinchen's voice has a richness to it as he waxes a lovely sentimental ballad in top notch style. Echo chamber delivery proves effective.

C+ "DON'T BE ANGRY" (2:35) [Commodore BMI—J. Kinchen] The chanter comes through with a polished performance on a moderate tempo feelingful piece. Warm string support on a pleasing platter.

Congratulations
to the Cash Box
on your
12th Anniversary

MITCHELL
TOROK

LATEST RELEASE
A CASH BOX BULLSEYE
"DANCERETTE"
and
"HAUNTING WATERFALL"
ABBOTT RECORD # 162

THANKS TO EVERYONE FOR YOUR ACCEPTANCE OF THESE TOROK TUNES
"Caribbean" "Mexican Joe"
"Arabian Baby" "Hootchy Kootchy Henry"
"Living For Love" "Marriage Of Mexican Joe"
and Many Others.

ABBOTT RECORDS
6636 HOLLYWOOD BOULEVARD
HOLLYWOOD CALIFORNIA

It is my sincere privilege to extend to The Cash Box, Happy Anniversary wishes . . . and thank the Juke Box Operators, Dealers and Jockeys on this occasion.

JIM REEVES

sings

THE CASH BOX BULLSEYE of the WEEK

"MY RAMBLING HEART"

b/w

"BEATIN' ON THE DING DONG"

ABBOTT # 164

STILL GOING STRONG

"THEN I'LL STOP LOVING YOU"

ABBOTT # 160

●

FEATURED STAR

KWKH
LOUISIANA HAYRIDE

●

Personal Manager

FABOR ROBISON
6636 HOLLYWOOD BLVD. HOLLYWOOD, CALIF.
Phone HOLLYWOOD 7-7780

Tubb-Snow Set For Tour; Davis-Allbritten To Handle Promotion

NASHVILLE, TENN.—One of the strongest entertainment packages in the Country Music Field, the combined talents of Ernest Tubb (Decca) and Hank Snow (RCA Victor), has been wrapped up for a showcasing by veteran promoter Oscar Davis, and artist's manager, Dub Allbritten.

The personal appearance tour is scheduled to cover the following cities: Starting June 27th in Shreveport, La., June 28th in Galveston, Tex., June 29th in Lake Charles, La., June 30th in Houston, Tex., July 1st in Austin, Tex., and concluding engagements in Ft. Worth, Texas on July 2nd.

A special promotion will be set up in Shreveport for Ernest Tubb in commemoration of his fifteen years in showbusiness as a consistent recording artist, and a powerful personal appearance attraction. The city of Shreveport was chosen for this particular promotion as this was the first city in which Davis promoted a personal appearance for Tubb fifteen years ago. After fifteen years, Tubb today is recognized as one of the 'top' draws in the business.

Ferlin Huskey Joins Grand Ole Opry

NASHVILLE, TENN.—It was announced by executives of Radio Station WSM that Ferlin Huskey, one of Capitol Records leading country artists, with headquarters in Springfield, Mo., will affiliate himself with the famous, twenty-eight-year-old Radio Show, Grand Ole Opry. Huskey, in Nashville for a guest appearance on the half-hour Coast-to-Coast broadcast of Grand Ole Opry, was accompanied by his recording manager, Ken Nelson, Country and Western A&R head for Capitol Records. The move came as a switch-surprise, since it had been previously announced that the genial Huskey would join the Red Foley Show and work with Lou's Top Talent, Inc., at Springfield, Mo.

According to Jim Denny, WSM Artist Service Bureau head, Huskey will make his first appearance on the 'Opry' in about two weeks.

NEW SACRED RELEASE!
WEBB PIERCE
"MOTHER CALL MY NAME IN PRAYER"
Decca 29155
WILBURN BROTHERS
"A LITTLE TIME OUT FOR LOVE"
Decca 29190
CEDARWOOD MUSIC CO.
146 7th AVE. N. NASHVILLE, TENN.

2 BIG WISHES FOR A HAPPY ANNIVERSARY

from

THE DAVIS SISTERS

GOING GREAT!

"YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT"

b/w

"FOGGY MOUNTAIN TOP"

RCA VICTOR 20/47-5701

WINNERS

CASH BOX D.J. POLL MOST PROGRAMMED RECORD

"I FORGOT MORE THAN YOU'LL EVER KNOW"

RCA VICTOR
FIRST IN RECORDED MUSIC

WISHING YOU A
HAPPY ANNIVERSARY
AND CONTINUED
SUCCESS . . .
SINCERE THANKS

RAY PRICE

SINGS

A NEW HIT!

A Cash Box Bullseye

"I LOVE YOU SO MUCH I LET YOU GO"

b/w

"MUCH TOO YOUNG TO DIE"

Columbia 21249

GOING STRONG!
"I'LL BE THERE"
b/w
"RELEASE ME"
Columbia 21214

Featured On
GRAND OLE OPRY
WSM-TV

Exc. Mgt.
HAL SMITH
312 Madison Blvd.
Phone 7-6406
Madison, Tennessee

THE CASH BOX
Reports
THE NATION'S
BIG 10

HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

1	SLOWLY	Webb Pierce	(Decca 28991; 9-28991)
2	I REALLY DON'T WANT TO KNOW	Eddy Arnold	(RCA Victor 20-5525; 47-5525)
3	I DON'T HURT ANYMORE	Hank Snow	(RCA Victor 20-5698; 47-5698)
4	ONE BY ONE	Kitty Wells & Red Foley	(Decca 29065; 9-29065)
5	EVEN THO	Webb Pierce	(Decca 29107; 9-29107)
6	BACK UP, BUDDY	Carl Smith	(Columbia 21226; 4-21226)
7	YOU BETTER NOT DO THAT	Tommy Collins	(Capitol 2701; F-2701)
8	RELEASE ME	Ray Price Jimmy Heap	(Columbia 21214; 4-21214) (Capitol 2518; F-2518)
9	SPARKLING BROWN EYES	Webb Pierce & The Wilburn Brothers	(Decca 29107; 9-29107)
10	ROSE MARIE	Slim Whitman	(Imperial 8236; 45-8236)

12th ANNIVERSARY
GREETINGS TO THE
CASH BOX . . . AND A SINCERE
THANKS TO THE
ENTIRE MUSIC INDUSTRY

FERLIN HUSKEY

A BRAND NEW CAPITOL RELEASE

"DRUNKEN DRIVER"

b/w

"HOMESICK"

CAPITOL # 2835

•

NOW
FEATURED ON
WSM-TV
GRAND OLE OPRY
NASHVILLE, TENN.

Capitol
REG. U.S. PAT. OFF.
RECORDS

My Sincere Appreciation
to everyone . . . . .
Many, Many "Thanks"

MAKE
THE
BOXES
JINGLE
WITH

Jean
SHEPARD

singing

"TWO WHOOPS AND A HOLLER"

and

"WHY DID YOU WAIT"

CAPITOL 2791

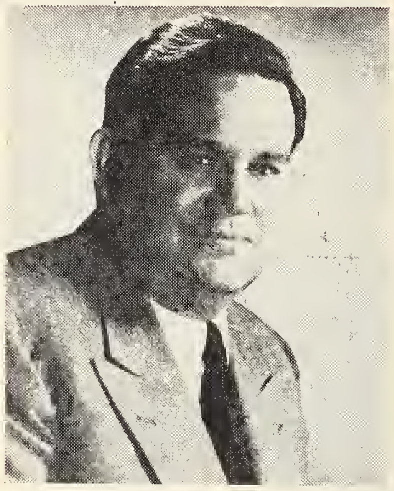
Capitol RECORDS

Happy Anniversary Time
to the CASH BOX

●

Personal Management
NEVA STARNES
P. O. BOX 1689 BEAUMONT, TEXAS
Phone 2-9994

Country Artists Offer Great Television Potential



by STEVE SHOLES

The fact that Country and Western artists have found it very easy to switch from radio to TV, indicates that these artists are naturally good visual entertainers.

Singers and instrumentalists in the Country and Western field have all come up the hard way—through barn dances in real barns, school house concerts, tobacco warehouse jamborees, and tent shows. Such training forces an artist to exert every bit of showmanship he has, to attract and hold the attention of his audience. There is very little leaning-on-the-microphone technique, casual hand-in-coat-pocket, staring-into-space, or breathless delivery from these singers. They are "on" from the moment they first hit the stage. They are working to both the seen and unseen audience, every second of the time.

Styles vary, but the drive is always present.

Charline Arthur, Bill Carlisle, and Kenny Roberts are of the jumping school. They leap up and down while singing and playing their guitars, much to the consternation of radio and television control men, but to the delight of their audiences.

The walking school features the vivacious Martha Carson, and curly haired Neal Burris, who hold audience attention by their constant motion on the platform, as well as their clever singing style.

Eddy Arnold, Carl Smith, and Red Foley are of a more relaxed school of delivery, but they too, are constantly working with eyes, shoulders and feet as they pick and sing. Eddy Arnold, one of the most skilled professionals in the business, can get the audience eating out of the palm of his hand, with a few casual remarks and a mere lift of his eyebrows.

While the solo artist is working all ends against the middle, the sidemen do not remain completely immobile. They too, are competing for attention and also assist in forming a fluid back drop for an otherwise bare stage. In fact, it is probably the lack of scenery and other usual stage properties that gives added incentive to the Country and Western artists' performance. He must work like an actor on the old Elizabethan stage where there were no props and the actor had to tell the entire story.

In direct contrast to the "jumping jack" school, there is the "cigar store Indian" performer. Bill Monroe and His Blue Grass Boys are by far the most noted exponents of this style. Bill and his four musicians group around one mike and assume a frozen-faced, statue-like stance for the entire time they are on stage. The audience, undoubtedly intrigued by the contrast, receives the group vociferously.

Country and Western audiences help tremendously. They are warm, enthusiastic, and inclined to participate if they like the show. Of course, they can be as cold as the front rows of a Shubert Alley theatre if the artist does not deliver.

People close to the entertainment field who have never seen a real Country and Western show are always amazed the first time they see one and they are equally amazed at the fact that there are so many of them constantly being staged throughout the nation.

Because none of the big shows are yet on television, the usual remarks are to the effect that these shows would be great on TV. To date the closest we have come to TV performances of this type have been local broadcasts of segments taken out of a major show. Although some of these airings are great, they are unable to achieve the overall exciting effect produced by the lengthier continuous broadcasts.

Most shows, like the Grand Ole Opry, Louisiana Hayride, Big D Jamboree, Saturday Nite Shindig, etc. run close to four hours with no repetition of songs, although various acts will come back for two or three different appearances during this four-hour performance.

There is a tremendous entertainment potential here, and when some enterprising network properly presents one of these shows on TV, there is likely to be a revolution because hillbilly artists can raise a storm on television just as they have already done on records.

THANKS TO EVERYONE... HAPPY ANNIVERSARY CASH BOX...

MAC WISEMAN

LATEST DOT RELEASE

"YOU CAN'T JUDGE A BOOK"

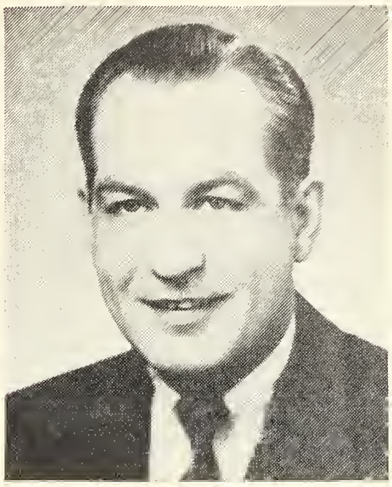
and

"I SAW YOUR FACE IN THE MOON"

DOT RECORD # 1202

Featured Artist
WRVA
"OLD DOMINION BARN DANCE"

Newcomers Make Disk Biz Boom



by NORM WIENSTROER

I'm always happy to see a new record personality come up with a smash hit because I know it creates excitement, and inevitably every dealer and operator will do more business. On the basis of past performances, record buyers expect Perry Como, Nat "King" Cole, The Mills Brothers; Eddie Fisher or Frankie Laine to have hit records—but when a newcomer catches fire, the public reacts much more enthusiastically, and rushes to buy the record and play it in the juke boxes. The reaction to Johnnie Ray's "Cry" is a perfect example of spontaneous consumer acceptance. Teresa Brewer, Julius La-Rosa, Al Martino, The Four Aces, Eartha Kitt, Joni James and Kitty Kallen are some of the others who sparked national sales by their entry into the recording big time.

A great deal of the credit for this business boom must go to those DJ's who spotlight and promote new talent. Bill Randle, Don McLeod, Bob Horn, Rex Dale, Howard Miller, Eddie Meath, Phil McLean and Bobby Seymour are a few of the jockeys who break through the iron curtain of monotony and repetition so prevalent in the "top 20" type of programming. Day after day, these fellows try to rouse the lethargic listeners out of the home and into the stores by varying their programs and attempting to satisfy all record buyers, and not just the hit parade followers.

I'm looking for another exciting hit by a new record star. Maybe the long distance call coming in now is a flash from one of our Distributors telling me that Coral has the next big one. It figures.

Good Luck On Your Next Dozen

M. S. Distributing Co.
2009 SO. MICHIGAN AVE.
CHICAGO

THE TOP 10 — THE CASH BOX FOLK & WESTERN Best Sellers

1. I DON'T HURT ANYMORE
   Hank Snow
   (RCA Victor 20-5698; 47-5698)
2. ONE BY ONE
   Kitty Wells & Red Foley
   (Decca 29065; 9-29065)
3. EVEN THO
   Webb Pierce
   (Decca 29107; 9-29107)
4. SLOWLY
   Webb Pierce
   (Decca 28991; 9-28991)
5. I REALLY DON'T WANT TO KNOW
   Eddy Arnold
   (RCA Victor 20-5525; 47-5525)
6. BACK UP, BUDDY
   Carl Smith
   (Columbia 21226; 4-21226)
7. SPARKLING BROWN EYES
   Webb Pierce & The Wilburn Brothers
   (Decca 29107; 9-29107)
8. I'LL BE THERE
   Ray Price
   (Columbia 21214; 4-21214)
9. ROSE MARIE
   Slim Whitman
   (Imperial 8236; 45-8236)
10. YOU BETTER NOT DO THAT
    Tommy Collins
    (Capitol 2701; F-2701)

Happy Anniversary Time

Dub Dickerson

2 NEW ONES

"COUNT ME IN"
b/w
"YOU STARTED IT ALL"
Capitol # 2821

Capitol RECORDS

Exclusive Mgt.
CHARLES WRIGHT
212 S. Houston St.
Dallas, Texas

CONTINUED GOOD LUCK CASH BOX and THANKS

to the nation's operators—d.j.'s and dealers

CURTIS GORDON

REAL COIN CATCHERS . . .

"CAFFEINE AND NICOTINE"
b/w
"DIVIDED HEART"

RCA VICTOR # 20 47-5760

RCA VICTOR

CONGRATULATIONS
AND SINCERE
BEST WISHES
ON YOUR
12th ANNIVERSARY

KITTY
WELLS

"WINNER"
MOST PROGRAMMED
FEMALE VOCALIST
CASH BOX D. J. POLL
sings
HER NEW HIT
A CASH BOX BULLSEYE
"HE'S MARRIED
TO ME"
b/w
"YOU'RE NOT
EASY TO
FORGET"
Decca # 29134

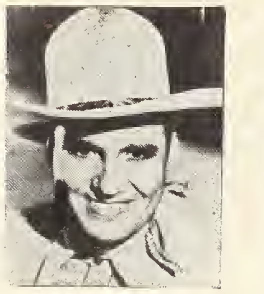
Featured on
Grand Ole Opry
WSM-TV

Exclusive Mgt.
FRANKIE MORE
631 Murfreesboro Rd.
Nashville, Tennessee
Phone 6-2215

DECCA RECORDS

Folk And Western Notes From California

Leading stars of film, television and the Record industry recently appeared at a gathering in San Fernando Valley, for a testimonial luncheon and party for **Nudie**, the Western tailor, who designs costumes for the top-liners. Western film star and Decca Recording artist, **Rex Allen**, assisted by **Tex Williams** and **Roy Rogers** arranged the historic event. Posing for the press and for fan magazine photogs for historic "Family portrait" were well known stars **Gene Autry**, **Roy Rogers**, **Rex Allen**, **Audie Williams**, **Don Diamond**, **Max Terhune**, **Smokey Rogers**, **Doye O'Dell**, **Jock O'Mahoney**, **Pat Buttrum**, **Eddie Dean**, **Joe Maphis**, **Art Rush** and **Tim Spencer**. . . . Mr. **Sheb Wooley**, famed movie bad man, composer and MGM vocalist, whose latest record, "Blue Guitar," has won a Cash Box Bullseye, recently signed for one of the top roles in a Universal-International western movie, "Man Without A Star," starring **Kirk Douglas**. This will mark Mr. Wooley's 14th film appearance. . . . Oregon's, world-famous Rose Festival this month claimed **Tex Ritter**, **Joe Maphis** and **Pat Patterson** as the ranking C&W entertainers at Portland. . . . **Phil Tuminello** returns from Northern California where he set several ballroom dates for **Murphy**, **Glenn Ford**, **Tex Ritter**, **Tex Williams**, **Bill** artists handled by RPM Enterprises. . . . **Fabor Robinson** announced that his string music show, which includes a package of Fabor & Abbott Recording artists, kicks off their tour July 9th, at Foreman Phillips Country Barn Dance in Baldwin Park. Other bookings for the group include Fresno, July 10th and 11th, Stockton the 13th, Salinas the 14th, Sacramento the 16th and Riverbank the 17th. The package includes **Jim Reeves**, **Ginny Wright**, **Jim Edward and Maxine Brown**, **Alvadean and Sandy Coker**, **Shirley Bates**, **Tom Tall**, and **Jerry Rowley**. Several of these artists are regulars on Louisiana Hayride. They will be on tour four weeks, return to Shreveport for two weeks and then continue on another tour. . . . **Hank Thompson** will soon have to look for a new manager. His former manager, **Jim Halsey**, has been inducted into the army, after having been associated with Hank for several years. . . . "Your Eyes Feasted On Her" b/w "Indian Moon," is another **Ginny Wright** top release on the Fabor label. . . . Husband and wifeteam, **Wesley and Marilyn Tuttle**, have etched two sides for Capitol Records titled, "Never" b/w "Friendly Love." Other Capitol releases in the Country & Western field are "I'm Gonna Start At The Top" b/w "You're Gonna Learn To Love Me," with **Boots Woodall** and The Wranglers, plus a new sacred number "If We Can Forget God" b/w "Satan Lied To Me," by **The Louvin Brothers**.


GENE AUTRY

JERRY ROWLY

THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

PLUS THE NEXT FIVE

1. I DON'T HURT ANYMORE	Hank Snow (RCA Victor)
2. EVEN THO	Webb Pierce (Decca)
3. ONE BY ONE	Kitty Wells & Red Foley (Decca)
4. I GET SO LONELY	Johnnie & Jack (RCA Victor)
5. BACK UP, BUDDY	Carl Smith (Columbia)
6. I'LL BE THERE	Ray Price (Columbia)
7. SPARKLING BROWN EYES	Webb Pierce & The Wilburn Brothers (Decca)
8. LOOKING BACK TO SEE	Jim Edward Brown & Maxine Brown (Fabor)
9. SLOWLY	Webb Pierce (Decca)
10. I REALLY DON'T WANT TO KNOW	Eddy Arnold (RCA Victor)

11) CRY, CRY, DARLING. 12) MY EVERYTHING. 13) YOU BETTER NOT DO THAT. 14) MUCH TOO YOUNG TO DIE. 15) THANK YOU FOR CALLING.

HOWDY! HAPPY ANNIVERSARY
MINNIE PEARL
sings
"HOW TO CATCH A MAN"
b/w
"That's Good Enough For Me"
RCA Victor 20/47-5699

Featured On
GRAND OLE OPRY
NBC Coast-To-Coast

Affiliated with
JAMBOREE ATTRACTIONS
MADISON, TENN.

A DOZEN
GOOD WISHES
ON YOUR
12th
BIRTHDAY

JOHNNIE
and JACK
HIT AGAIN!
A CASH BOX BULLSEYE
"GOODNIGHT
SWEETHEART
GOODNIGHT"
and
"HONEY, I
NEED YOU"
RCA VICTOR 20/47-5775

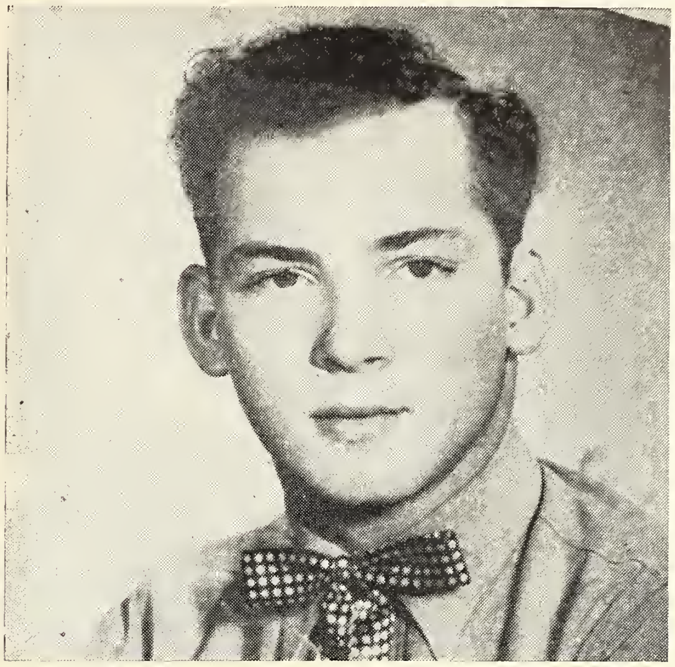
Going Strong!
"I GET SO LONELY"

Featured On
Grand Ole Opry
WSM-TV

Exclusive Mgt.
FRANKIE MORE
631 Murfreesboro Rd.
Phone 6-2215
Nashville, Tennessee

RCA VICTOR

NOW RECORDING
ON
RCA VICTOR RECORDS



BEST WISHES
FOR A HAPPY
ANNIVERSARY
CASH BOX

Sincerely,
DARRELL GLENN

PERSONAL MGT.
ARTIE GLENN
405 HAYNES AVE.
FT. WORTH, TEXAS
Phone: Lindon 0707

CONGRATULATIONS
CASH BOX
ON YOUR 12th ANNIVERSARY

BETTY CODY
sings
"THE KISS THAT MADE A FOOL OF ME"
and
"A LETTER I SHOULD NEVER HAVE MAILED"
RCA Victor 20/47-5705

HAL "LONE PINE"
sings
"SHE TOOK, SHE TOOK"
and
"I'D LIKE TO SIT WITH THE BABY SITTER"
RCA Victor 20/47-5700

Thanks To Everyone
Many Thanks

Affiliated With
JAMBOREE ATTRACTIONS
P. O. Box 417, Madison, Tenn.

King And Queen

NEW YORK—WINS dee jay Brad Phillips embraces Eddie Fisher and Joni James after they were awarded placques for being voted "King" and "Queen" of song by the listening audience of the "Singing Battle Royal." The two artists won the same awards in 1953.

Meeting Dates Of Music Operators' Associations

June 28—Central States Music Guild
Place: **805 Main Street, Peoria, Ill.**

28—Dallas Music Operators' Assn.
Place: **Big Pete's, 5001 Lover's Lane, Dallas, Tex.**

29—Amusement Machine Assn. of Philadelphia, Inc.
Place: **Broadwood Hotel, Broad & Wood Sts., Phila., Pa.**

29—Phonograph Merchants' Assn., Cleveland, Ohio
Place: **Hollenden Hotel, Cleveland, Ohio (executive board).**

July 1—Phonograph Merchants' Assn., Cleveland, Ohio
Place: **Hollenden Hotel, Cleveland, Ohio (General).**

1—California Music Guild
Place: **Sacramento Hotel, Sacramento, Calif.**

1—Eastern Ohio Phonograph Operators' Assn.
Place: **Tod Hotel, Youngstown, Ohio (General).**

5—Arizona Music Guild, Phoenix Chapter # 1
Place: **1738 West Van Buren, Phoenix, Ariz.**

5—California Music Guild
Place: **311 Club, 311 Broadway, Oakland, Calif.**

12—Amusement Machine Operators of Baltimore
Place: **Pimlico Hotel, Baltimore, Md.**

13—Western Massachusetts Music Guild
Place: **Ivy House, Springfield, Mass.**

13—California Music Guild
Place: **Fresno Hotel, Fresno, Calif.**

14—California Music Guild
Place: **Bakersfield Inn, Highway 99, Bakersfield, Calif.**

14—New York State Operators' Guild
Place: **Governor Clinton Hotel, Kingston, N. Y.**

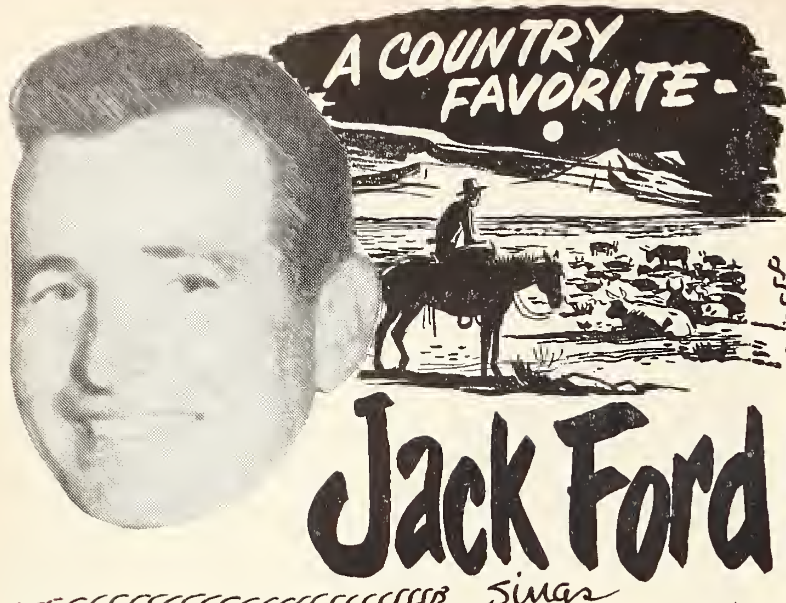
15—Eastern Ohio Phonograph Operators' Assn.
Place: **1310 Market Street, Youngstown, Ohio (executive board).**

15—California Music Guild
Place: **U. S. Grant Hotel, San Diego, Calif.**

19—Westchester Operators' Guild, Inc.
Place: **American Legion Hall, 57 Mitchell Place, White Plains, N. Y.**

26—Amusement Machine Operators of Baltimore
Place: **Pimlico Hotel, Baltimore, Md.**

27—Western Massachusetts Music Guild
Place: **Ivy House, Springfield, Mass.**



"I UNDERSTAND JUST HOW YOU FEEL"

b/w

"THAT'S ALL YOU GOTTA DO"

CHESS 4858

CHESS RECORD CORP. 4750-52 Cottage Grove Ave. Chicago 15, Illinois

Thanks

DEEJAYS

for

THE MOST PROGRAMMED RECORDS OF THE YEAR...

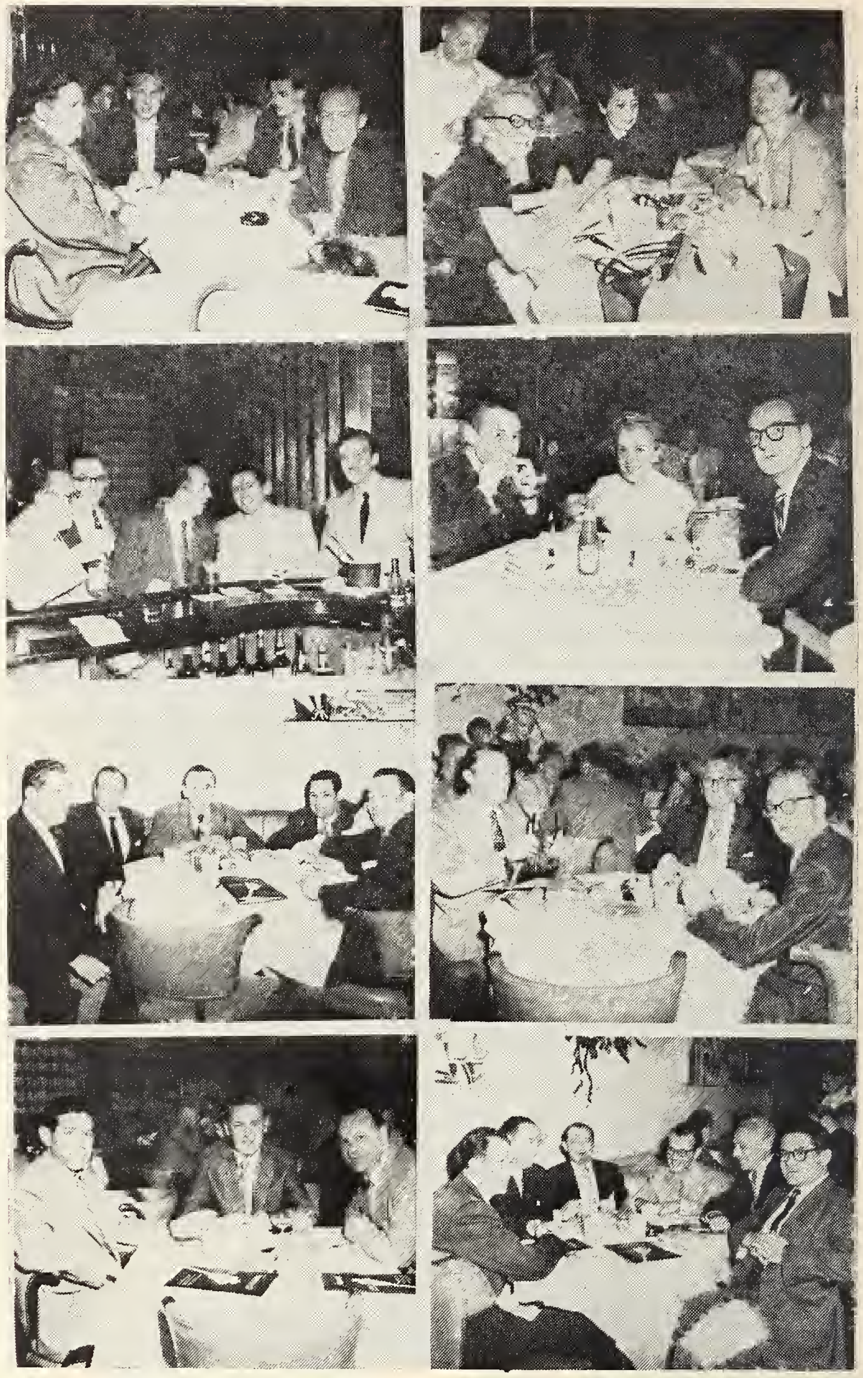
1. "I FORGOT MORE THAN YOU'LL EVER KNOW"

2. "BIMBO"

FAIRWAY MUSIC CORP.

6365 Selma Avenue
Hollywood 28, California

Lunch



NEW YORK—Any day in the week you can probably find half of the music industry lunching at Hutton's Restaurant. **The Cash Box** camera visited the eatery one lunch hour to catch the following dining:

Top Row (left): Steve Sholes, Homer (of the Homer & Jethro team), Chick Crumpacker, and Jethro (the other half of the team).

Top row (right): Kappy Jordan, Bernice Manes and Fay Tishman.

Second Row (left): George Pincus, Ben Goldberg, Al Hoffman, Luigi Creatore and Hugo Peretti.

Second Row (right): Fred Amsel, Karen Chandler and Jack Pleis.

Third Row (left): Goldie Goldmark, George Lee, Tommy Tempesta, Hy Ross and Hal Graham.

Third Row (right): Norman Foley, Abe Olman, Jack Pleis.

Bottom Row (left): Harry Geller, Hugo Winterhalter and Julie Chester.

Bottom Row (right): Julie Stearns, Harold Wald, Mickey Glass, Jerry Marshall, George Furness, and Bernie Miller.

CONGRATULATIONS to
THE ENTIRE STAFF of THE CASH BOX
We wish you continued success
from
SOUTHERN CALIFORNIA'S LARGEST INDEPENDENT DISTRIBUTOR
POP • R & B • CLASSICAL • CHILDREN'S • WESTERNS
SUNLAND MUSIC CO., INC.
1310 S. New Hampshire Los Angeles 6, Calif.

BEST WISHES
FOR A BIG
ANNIVERSARY

COWBOY
COPAS

Latest Release
"RETURN TO
SENDER"
b/w
"I'LL WALTZ
WITH YOU IN
MY DREAMS"
KING 1359

Featured On
GRAND OLE OPRY
WSM-TV

EVERY SINCERE
WISH FOR A
HAPPY
ANNIVERSARY

DEL
WOOD

"The Down Yonder Girl"
"IT'S A GRAND
OLD FLAG"
b/w
"WHEN I LOST
YOU"
Republic Record # 7085

Rehearsal

HOLLYWOOD, CAL.—Jeff Chandler goes over the tunes for his latest Decca recording with musical director Sonny Burke. Chandler's new disk is the old standard "Lamplight" and a new ballad which he wrote himself "That's All She's Waiting To Hear."

Sid Kessel Joins Southern Music

NASHVILLE, TENN.—Sid Kessel, prominent songwriter and contact man, has joined Southern Music and Peer International Publishers of New York and has opened offices for the company in Nashville, representing them in this city and the Southern territory.

For five years, Kessel worked the Tin Pan Alley circuit, doing writing chores with such noted writers in the pop field as Spencer Williams, writer of "12th Street Rag," Harry Stride, Carl Sigman, and many others. Leaving New York in 1950 and the 'pop' field with his sights set on writing for the "Country Field," Kessel began headquartering out of Nashville. Since arriving in Nashville, he has worked with such artists and writers as Tommy Sosbee, Chet Atkins, Martha Carson and Beasley Smith.

Kessel replaces Troy Martin who held this post with Southern Music for many years, and who recently joined the staff of Ridgeway Music.

Stars Attend California Music Assn. Party

LOS ANGELES—Some of the wax world's top stars turned out to celebrate the first juke box party of the California Music Merchants Association of Los Angeles held at the Cartwheel Restaurant in Norwalk, last week.

Among the performers were the Neilsen Twins, Mary Rose Bruce, Leo Diamond, Earl "Fatha" Hines, Lawrence Welk, the Four Lads, Jeri Southern, Casey O'Hara, Buddy Bear, Margie Rayburn, Tony Travis, the Mulcays, the Kings, the Platters, Gloria De Haven and Jeff Chandler.

Gabe Orland, chairman of the entertainment committee, announced that the Association would hold a juke box party every three months.

Congratulations
on Your 12th
BOB (Crackup) DREWS
WAAF, CHICAGO

LEADING STARS FROM
YOUR "GRAND OLE OPRY"

MINNIE PEARL
singing
HOW TO CATCH A MAN

AND THAT'S GOOD ENOUGH FOR ME
20/47-5699

EDDIE HILL
singing the Contest Song
MY SUGAR BOOGER

SLENDER, TENDER AND SWEET
20/47-5706

RCA VICTOR
FIRST IN RECORDED MUSIC

AN RCA VICTOR
COUNTRY
and WESTERN
ATTRACTION

"Thanks a Million—
Disk Jockeys,
Juke Box Ops,
Dealers"

WEBB PIERCE

WINNER

MOST PROGRAMMED MALE VOCALIST
(IN THE CASH BOX DISK JOCKEY POLL)

●

Newest Decca Release

"EVEN THO"

b/w
"SPARKLING BROWN EYES"
Decca # 29107

3 BIG RECORDS
"SLOWLY"
"THERE STANDS THE GLASS"
"IT'S BEEN SO LONG"

NEW SACRED RELEASE
"MOTHER CALL MY NAME IN PRAYER"
b/w
"BUGLE CALL FROM HEAVEN"
Decca # 29155

DECCA RECORDS

"HAPPY ANNIVERSARY CASH BOX"

●

FEATURED ON
GRAND OLE OPRY
WSM-TV

●

Exclusive Management
HUBERT LONG
1537 McGavock Pike
(Phone 2-6635)
Nashville, Tenn.

First Disk

CHATTANOOGA, TENN.—At the national premiere in Chattanooga of Tiffany Records' new "Chattanooga Tennessee," Chattanooga Mayor P. R. Olgiati gets the first copy autographed by Guy Cherney, Tiffany singer, as Henry E. Doney (left), Tiffany president, enjoys the scene. Tiffany debuted the record during three big promotional days in the Tennessee city with top cooperation from Chamber of Commerce, city and state officials, schools, press, department stores, utilities and leading industrial firms.

HEARTIEST 12th ANNIVERSARY GREETINGS
to THE CASH BOX

LESLIE DISTRIBUTORS

ONE-STOP RECORD SERVICE

NEW YORK
750 — 10th AVE.
(Phone: PLaza 7-1977)
Cable Address: Expo Record, N. Y.

HARTFORD, CONN.
126½ WINDSOR ST.
(Phone: HA. 5-7123)

SINCERE THANKS

WISHING YOU A HAPPY
12th ANNIVERSARY

Marty Robbins

"PRETTY WORDS"
"YOUR HEART'S TURN TO BREAK"

Columbia 21246

FEATURED ON GRAND OLD OPRY WSM-TV

THE MOST FROM THE COAST

Best wishes to the entire staff of The Cash Box on their 12th Anniversary.

. . . From the West's outstanding independent distributor.

CENTRAL RECORD SALES COMPANY

2104 W. Washington Blvd. Los Angeles, Calif.

MARTHA CARSON
singing
"HE'LL PART THE WATER"
Capitol 2825

GEORGE MORGAN
sings
"IT'S BEEN NICE"
b/w
"I THINK I'M GOING TO CRY"
Columbia 21237

REX ALLEN
sings
"I COULD CRY MY HEART OUT SOMETIME"
Decca 29111

BEST WISHES
ON YOUR
12th ANNIVERSARY

VALLEY PUBLISHERS
BOX 10033 KINGSTON PIKE
KNOXVILLE, TENNESSEE

Lombardo Starts Summer Radio Series

NEW YORK—"The Guy Lombardo Show," debuts Monday, June 28, 7-7:30 P. M., WNBC. It will be aired Monday through Friday. This will mark the third successive summer for across-the-board presentation of Lombardo.

In addition to Lombardo and his orchestra, the program will feature David Ross as narrator of the "Picture Story," and as announcer. Lombardo is cutting special commercial bands for the agency.

Busy Dates For Bennett

NEW YORK—Tanned and rested after a ten day lay-off stint in Nassau, Tony Bennett returns to a heavy schedule of nitery dates. He kicks off his new tour at the Casino Royal, Washington, D. C., for one week. Bennett follows up with week-long stints at the Vogue Terrace in Pittsburg (July 6); Salisbury Beach, Mass. (July 18); and the Bolero in Wildwood, New Jersey (July 26). The singer returns to New York on July 17th for a guest shot on the Jimmy Gleason TV show. The month of August has been slated for a trip around the West Coast spots.

Stars On Silbert Show

NEW YORK—Toni Arden, Jerry Vale, Bob Carroll, Mary Small, Bill Darnel and Bill Heyer will be among the top-flight recording personalities on Bill Silbert's summer show from Palisades Amusement Park which will premiere on Monday, June 28th from 8:00 to 10:00 P. M. and will be heard over station WMGM.

The names of additional guests on the two-hour live program featuring the music of Joel Herron and his orchestra, will be announced within the next few days.

FERLIN HUSKEY
"Homesick"
b/w
"Drunken Driver"
Capitol 2835

CENTRAL SONGS, INC.
4527 Sunset Blvd.
Hollywood, Calif.

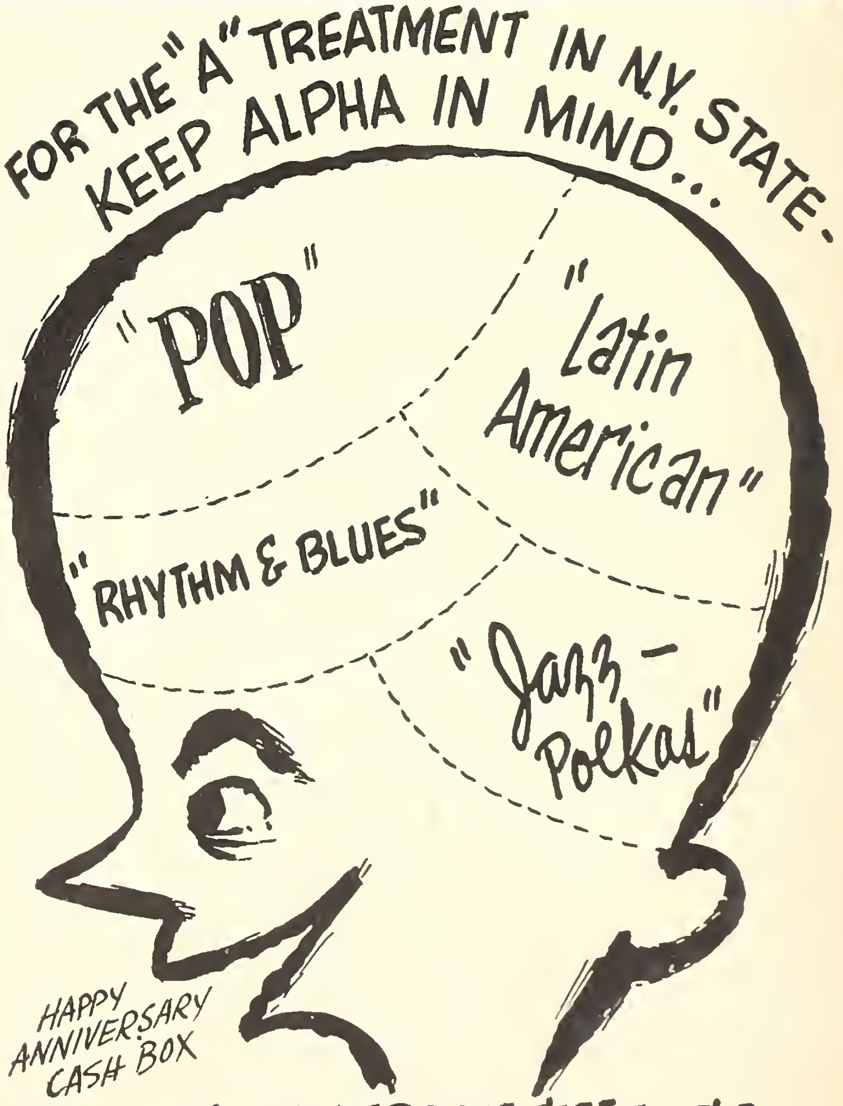
ALL THE FIRE OF JAMBALAYA
BETTY AMOS'
JOLE JOHN
MERCURY 70354
From The Heart Of The Cajun Country

Congratulations to The Cash Box on Your 12th Anniversary from TICO, RAMA, GEE and their artists:

JOE LOCO
TITO PUENTE
TITO RIVERA
THE CROWNS
LORRAINE ELLIS
NEIL LEWIS
EDDIE "TEX" CURTIS
DOTTIE JOHNSON
THE BLUE NOTES
BERT KEYES
LONNIE JOHNSON
MICHEL LE GRAND (the orchestra of the future)
LOS RUMBEROS DE CUBA
LA BANDA ESPANOLA
LEAL PESCADOR and His Flamenco Orch.
ORCHESTRA TYPICAL ARGENTINA (Dance Tango Orchestra)

TICO'S NAMM Convention Special Record-*JOE LOCO'S
"Apple Blossom Time"
and
"Way Down Yonder In New Orleans"
* Joe Loco's new intriguing Pop-Country styling with a beat.

TICO EL REY DEL MAMBO
GEE RECORDS
220 WEST 42nd STREET
NEW YORK, N. Y.
RAMA



ALPHA DISTRIBUTING CO.
457 W. 45th Street (CI-7-6177) New York, N.Y.
JOHNNY HALONKA • HARRY APOSTOLERIS

Record Distributors

And The Lines They Handle

ALABAMA

BIRMINGHAM

Gulf States Dist. Co. Inc.
700 Second Ave. N.
(Decca; Monarch; Wallis Original)

Interstate Phonograph Record Shop
544 Second Ave. N.
(Rondo; Coral; Jubilee; Prestige; Westminister; Apollo; Zodiac; Columbia; Allied; Rudder; Brunswick)

R. P. McDavid Co. Inc.
1430 S. Second Ave.
(RCA Victor; Groove)

King Records, Inc.
701 Third Ave., N.
(King; Federal; De Luxe; 4 Star)

Reid Dist. Co.
1724 Fifth Ave., N.
(Broadcast; Riverside; GTJ; Contemporary)

ARIZONA

PHOENIX

Dist. of Smart Records
1213 E. Highland Ave.
(Smart)

Old Timers Records
2703 N. Seventh St.
(Folk Dancer; 4 Star)

J. E. Redmond Supply Co.
625 W. Madison
(Decca)

12th St. Record Bar
1154 E. Washington St.
(Chance; Recorded in Hollywood; Hollywood; Aladdin; Score; Intro)

ARKANSAS

FORT SMITH

Wise Radio Supply
1001 Towson
(Tempo)

LITTLE ROCK

Frank Lyon Co.
208-10 E. Markham St.
(RCA Victor; Groove)

CALIFORNIA

BERKELEY

W. N. Van Deren
2806 San Pablo
(Folk Dancer; Kismet; Western Jubilee; Windsor; Record Guild of Am.)

FRESNO

EDCO Dist. Co.
2930 Butler St.
(RCA Victor)

Record City
930 F. Street
(Peacock; Duke)

HOLLYWOOD

Skylark Record Dist. Co.
618 N. Beachwood Dr.
(Skylark)

LOS ANGELES

Ace Dist. Co.
2534 West Pico Blvd.
(TNT)

Allied Record Sales
2542 W. Pico Blvd.
(Abbott: Banner; Derby; Rainbow; Smart; Aladdin; Score; Intro; Audivox; Gotham; Gee; 20th Century; Savoy; Peacock; Duke; Tico; Rama; Starday; Fabor)

California Record Dist.
2962 W. Pico Blvd.
(Fantasy; Good Time Jazz; Westminister; Riverside; Rudder; Pacific Jazz; Old Timer; Simon & Scbuster; Contemporary)

Capitol Records Dist. Co.
318 W. 15th St.
(Capitol)

Central Record Sales Co.
2104 Washington Blvd.
(Apollo; Atlantic; Peacock; Duke; Prestige; Swingtime; Okeh; Chance; Southern; Imperial; Specialty; Ideal; Checker; Chess; United; States; Modern; Sun; Epic; Hollywood; RPM; Essex; Crown)

William B. Chapman
6561 West 85th Place
(Bell)

William G. Dennis
1526 Silverlake Blvd.
(Bell)

Decca Dist. Corp.
6750 Santa Monica Blvd.
(Decca)

Diamond Record Dist. Co.
1819 W. Pico Blvd.
(Ambassador; Bullet; Robinhood; Vita; Classic Editions; Crystal; Rondo; Fiesta; Western Jubilee; Windsor; Flair; Republic; Gilt Edge; Tiffany; Trend)

Chas. Egbert
1762 Silverlake Blvd.
(Bell)

Fox Associates
2519 W. Seventh St
(Latin-American)

Jay Kay Dist. Co.
2980 West Pico Blvd.
(X; Groove)

King Records
2646 W. Pico Blvd.
(King; Federal; De Luxe; 4 Star)

London Records of Calif, Inc.
445 South La Brea Ave.
(London)

L. A. Music Sales
2102 W. Washington
(Jubilee)

Mercury Record Dist.
2958 W. Pico Blvd.
(Mercury; Monarch; Wallis Original)

Leo J. Meyberg Co. Inc.
2027 S. Figueroa St.
(RCA Victor)

Modern Dist. Co.
2978 W. Pico Blvd.
(Coral; Young Peoples; Brunswick)

Record Merchandising Co.
2580 W. Pico Blvd.
(Diamond; Cardinal; Vienna; Trumpet; Herald)

Sunland Music Co. Inc.
1310 S. New Hampshire
(MGM; Cadence; Dot; Children's Record Guild; Allied; Palda; Essex; Zodiac; Bethlehem)

Ray Tomas Co.
1601 S. Hope St.
(Columbia)

NORTH HOLLYWOOD

Louis Sussman
12811 Sylvan Blvd.
(Bell)

OAKLAND

Chatton Dist Co
1921 Grove St
(Abbott; Ambassador; Apollo; Atlantic; Dot; Belda; Derby; Diamond; Jubilee; Peacock; Duke; Prestige; Rainbow; Robinhood; Vita; Specialty; Trumpet; Riverside; States; Sun; Imperial; Pacific Jazz; Essex; Zodiac; Fiesta; Four Star; Checker; Chess; Gotham; Allied; 20th Century; Ideal; Palda; United; States; Trend; Contemporary; Jay Dee; Valley; Fabor; Groove; X; Hollywood; Herald)

William Mahon
3758 Silverwood Ave.
(Bell)

Pic-A-Tune Records
2810 Magnolia St.
(Simon & Schuster)

Wholesale Records Distr.
(Success; Holmes Royal)

PASADENA

Belda Record & Publishing Co
33 W Union St
(Ambassador; Belda; Bullet; Robinhood; Vita)

Four Star Sales
805 S Fair Oaks
(Ranger)

SAN FRANCISCO

Allied Music Sales
371 Sixth Street
(Starday; Audivox; Derby; Tico; Rama; Gee; Aladdin; Score; Intro)

H. R. Basford Co.
235 15th St.
(Columbia)

George Bria
Apt. 303,
2340 Francisco St.
(Bell)

Capitol Record Dist. Co.
512 Brannan St.
(Capitol)

Albert J. Cohn Co.
49 Taylor St.
(Banner)

Decca Dist. Corp.
525 Sixth St.
(Decca)

Delmar Distr. Co.
1560 California St.
(Music Library)

King Records
565 Sixth St
(King; De Luxe; Federal; 4 Star)

London Records of California
725 Clementina St.
(London)

Melody Sales Co.
444 Sixth St.
(Fantazy; Good Time Jazz; Mercury; Tempo; RPM; Wallis Original; Flair; Meteor; Children's Record Guild; Clef; Crown)

Leo J. Meyberg Co.
33 Gouth St.
(RCA Victor)

New Sound
316 6th St.
(Westminister)

United Music Sales Corp.
440 Sixth St.
(Broadcast; MGM; Savoy; Brunswick; Cadence; Swingtime; Coral: Okeh; Monarch; Rondo; Young Peoples; Republic; Epic)

SUN VALLEY

Milton Pollock
10124 Elkwood Avenue
(Bell)

VAN NUYS

Lloyd V. Thomas
P. O. Box 462
(Bell)

COLORADO

CORTEZ

Montezuma App.
(Trumpet)

DENVER

Boyd Dist. Co., Inc.
1661 W. Third Ave.
(Capitol)

Davis Sales Co.
1724 Arapahoe
(Aladdin; Ambassador; Atlantic; Belda; Broadcast; Bullet; Good Time Jazz: Intro; London; Mercury; Robinhood; Savoy; Score; Swingtime; Temoo; Vita; Wallis; Westminister; Abbott; RPM; Sun; Flair; Meteor; Cadence; Recorded in Hollywood; Polymusic; Windsor; Modern; Monarch; Rondo; 7-11; Orfeo; Old Timer; Frontier; Dot; Groove; Hollywood; Contemporary; Valley; Clef; 4 Star; Walden; Ranger; Holmes Royal; Success; Wallis Original; Crown)

Harold Ellensweig
543 Clayton Street
(Bell)

Larson Dist. Co.
400 Quivas St.
(Decca)

Mountain Distributors
3630 Downing St.
(Okeh; Republic; Hollywood)

Pan American Record Supply
2061 Champa St.
(Coral; Gilt Edge; MGM; Prestige; Imperial; Brunswick; Pacific Jazz; Essex; Palda; Riverside; Record Guild of America; Lucky; Esoteric; Ideal; Young Peoples; Specialty; Fantasy; Jay Dee; Fabor; Herald; Simon & Schuster; Jubilee; Children's Record Guild; Tiffany; Trend)

B. K. Sweeney Elec. Co.
1601 Twenty Third St.
(Columbia; Okeh; Epic)

Ward-Terry Co.
70 Rio Grande
(RCA Victor; Record Guild of America; Benida)

CONNECTICUT

BRIDGEPORT

Ellsworth Williams
1651 Central Ave.
(Bell)

EAST HARTFORD

Malverne-New England, Inc.
777 Connecticut Blvd.
(Aladdin; Derby; Good Time Jazz: Intro; Mercury; Rainbow; Score; Wallis; Cadence; Essex; Jubilee; Dot; Monarch: Palda; Zodiac; Imperial; Four Star; 20th Century; Fabor; Abbott; Trend; Contemporary; Clef; Bethlehem)

Radio & Appliance Dist.
673 Connecticut Blvd.
(RCA Victor)

HARTFORD

Capitol Records Dist. Corp.
25 Pleasant St.
(Capitol)

Decca Dist.
252 Farmington Ave.
(Decca)

Seaboard Dist. Co.
796 Albany Ave., Rear
(Coral: Wallis; Atlantic; United; Rondo; Dana; Tar; Brunswick; Hollywood; Benida; Valley; Starday; King; Federal; De Luxe; Ambassador)

Stern & Co., Inc.
210 Chapel Street
(Epic; Columbia)

Transdisc Corp.
126½ Windsor St.
(X; Groove; Tico; Rama; Gee)

NEW HAVEN

Plymouth Elec. Co.
393 Chapel St.
(MGM)

DISTRICT OF COLUMBIA

WASHINGTON

King Records
2600 N. E. Twelfth St.
(King; Federal; De Luxe)

Quality Music Co.
1832 — 7th St.
(Checker; Chess; Recorded in Hollywood)

Schwartz Bros.
2931 N. E. Twelfth St.
(Aladdin; Atlantic; Intro; Mercury; Kentucky; Score; Swingtime; Wallis; Westminister; Rondo; Polymusic; Gateway; Four Star); Simon & Schuster; Clef; Monarch; Young Peoples; Cadence)

Southern Wholesalers Inc.
707 N. E. Edgewood St.
(RCA Victor; Groove)

FLORIDA

JACKSONVILLE

Binkley Dist. Co.
50 Riverside Ave.
(Apollo Atlantic; London; MGM; Peacock; Duke; Swingtime; Tempo; Wallis; Abbott; Aladdin; Intro; Score; Recorded in Hollywood; Nashboro; Excello; Tico; Rama; Gee; Republic; Herald; Savoy; Hickory; Hollywood; Benida; Valley; X; Abbott; Starday; Jay Dee; Westminister)

Capitol Record Dist. Co.
618-20 Jackson St.
(Capitol)

Dist. Inc.
555 Osceola
(Columbia; Okeh)

Ebony Records
728 W. Ashley
(Pacific Jazz)

King Records
308 Riverside Ave.
(King; Federal; De Luxe; 4 Star)

Pan American Dist. Corp.
90 Riverside Ave.
(Clipper; Diamond; Dot; Gramercy; Savoy; Wallis; Checker; Chess; Cadence; Derby; Essex; United States; Modern; RPM; Sun; Flair; Meteor; Gotham; Zodiac; 20th Century; Devon)

Taran Dist. Co.
c/o Pan American
90 Riverside Ave.
(Gilt Edge)

Top Tune Distributors
2155 Edison Ave.
(Jubilee; Chance; Allied; Imperial; Specialty; Prestige; Coral)

MIAMI

American Dist. Co.
505 W. Flagler
(Glory; Rockin; Monarch; Rondo; Fantasy; Mercury; Wallis Original; Contemporary)

Binkley Dist.
301 S. W. Sixth St.
(London; Atlantic; Aladdin; Score; Intro; Allied; Nashboro; Excello; Peacock; Duke; Herald; Republic; Valley; Jay Dee; Hollywood; Starday; X; Tico; Rama; Gee)

Brooke Dist.
412 S. W. Eighth St.
(Prestige; Decca; Record Guild of America; Coral)

European Phonograph Co.
1606 S. W. 8th Ave.
(Dana; Rudder)

King Records
404 S. W. 8th St.
(King; Federal; De Luxe; 4 Star)

Mercury Records Dist.
436 S. W. Eighth St.
(Mercury; Intro)

Pan American
3401 N. W. 36th St.
(Gramercy; Savoy; Cadence; Essex; States; United; Checker; Chess; Derby; Dot; RPM; Sun; Flair; Gotham; Zodiac; Fiesta; Modern; Meteor; Palda; Okeh; Ambassador; Jubilee; Pacific Jazz; Epic; Devon; Clef; Tiffany; Bethlehem; Crown; Fabor; Trend; Good Time Jazz)

Sea Coast Appliance Dist.
1421 N. W. 22nd St.
(RCA Victor; Groove)

Stone Dist. Inc.
505 W. Flagler
(Wallis; Children's Radio Guild)

’Round And ’Round She Goes And Where She Stops Nobody Knows

by DICK LINKE

Today the record business is big business. In fact, today’s record industry is of such importance that the products of record companies of major importance can be bought the world over and the amount of business is still growing by leaps and bounds. Today the record business offers to young talent the same opportunity motion pictures did some years ago. In today’s market an unknown singer can cut a demonstration record and over night find his voice in millions of American homes. It is the springboard for newcomers today who will be the stars of the future. As a result, record companies have found themselves in this highly competitive market, and they are turning more and more records out each year. Whether this is good or bad, only time can tell.

One of the major record companies which has progressed the most is Capitol Records with executive offices in both Hollywood and New York. This company was organized by songwriter Johnny Mercer, movie producer Buddy DeSylva and Glenn E. Wallichs, one time radio repairman and former owner of Music City, now one of the country’s leading self-service record shops located on Sunset & Vine in Hollywood, California.

Capitol Records was formed by these three (3) men just twelve (12) years ago, and during that short span of years has become the No. 3 most important record company in the pop record field. Today, Capitol Records is composed of thirty-seven (37) domestic distributing points, with foreign outlets all over the world. Its sales in 1953 fell just a few dollars short of the seventeen million mark which was an all-time high for the diskery.

Capitol, born as a war baby, soon outgrew this embryonic stage and during its operation, through youth and speed, made its mark among the leaders. Probably through sheer necessity, Capitol decided on creating its own talent instead of competing with the major companies for talent who were already made in the field of entertainment. Such names as Nat “King” Cole, Stan Kenton, Margaret Whiting, Kay Starr, Les Paul & Mary Ford, Pee Wee Hunt, Ray Anthony and Ella Mae Morse were solely products of Capitol Records who later on became stars in the wide fields of entertainment such as Radio, Television and Motion Pictures.

Since its inception in 1942, Capitol Records has released approximately eighteen records which have sold a million copies each, giving the firm an average of at least a one-million seller a year. In the record industry, a million-selling record is the goal of every A & R man, and since the demand exceeds the supply, they are few and far between. Some of these gems, which have been preserved through metallic science include Les Paul & Mary Ford’s “HOW HIGH THE MOON”, “MOCKIN’ BIRD HILL”, “WORLD IS WAITING FOR THE SUNRISE”, and the last, “VAYA CON DIOS”. In fact, “VAYA” is only the second Capitol record in history to hit the two-million mark. Other million sellers included:

Nat “King” Cole .... “TOO YOUNG”
“NATURE BOY”
Jo Stafford .... “TEMPTATION”
Tex Williams
“SMOKE, SMOKE, SMOKE THAT CIGARETTE”
Johnny Standley ....
“IT’S IN THE BOOK”
Ella Mae Morse ....
“BLACKSMITH BLUES”
Kay Starr “WHEEL OF FORTUNE”
Stan Freberg
“ST. GEORGE AND THE DRAGONET”
Margaret Whiting/Jimmy Wakely
“SLIPPING AROUND”
Jackie Gleason
“MELANCHOLY SERENADE”
Dean Martin .... “OH”
“12TH STREET RAG”, being the other second-million seller.
Peggy Lee .... “MANANA”

In the past few years, Capitol Records has latched on to name talent in other fields who have become best-selling record personalities. These include the fabulous Jackie Gleason, who has become a musical personality in his own right and through his best-selling albums has established himself as a first-rate musical conductor. The combination of his four albums, “LOVER’S RHAPSODY”, “MUSIC FOR LOVERS ONLY”, “MUSIC TO MAKE YOU MISTY”, and “TAWNY” have sold a half-million albums and have made Gleason an outstanding name in music.

Perhaps one of the most talked about comeback stories in the record industry is that of Frank Sinatra. The once sensational “Voice” signed with Capitol Records and in a short six months has become the nation’s most publicized singer. His recording of “YOUNG AT HEART” has been on every best-seller list and looks like it will be the first Sinatra record made anywhere which will hit the million mark. To say Frankie Boy is happy is putting it mildly. In fact, in a recent Time Magazine article, he stated, “MUSIC IS GETTING BETTER. EVERYTHING’S AHEAD OF ME. MAN, I’M ON TOP OF THE WORLD, I’M BUOYANT.”

Although most of the action has centered around popular records, don’t think Capitol’s history has begun and ended in this department. Today Capitol boasts of a classical department second to none and is gradually building up this department to where it will be competitive to RCA Victor and Columbia Records.

The country and western department has been greatly strengthened with Ken Nelson handling the A & R job, and on May 1st of this year, the company appointed a country and western/hillbilly promotion man who will base out of Nashville and just handle sales and promotion of this widely expanded field.

If you will pardon the pun, we would like to explain that everything is CAPITOL. ’Round and ’round she goes and where she stops nobody knows. However, all the spins in the world won’t make us dizzy as we soar on to greater heights.

TIME TO SWING TO "X"

New releases . . .

VINCE CARSON
OU-CAFONIE
Mary Lou
78 rpm cat. no. X-0033 45 rpm cat. no. 4X-0033

JULIETTE
I CAN’T SMOKE YOU OUT OF MY HEART
Say It Again
78 rpm cat. no. X-0034 45 rpm cat. no. 4X-0034

Still going strong . . .

STEWART ROSE
I COMPLAINED
I Want You
78 rpm cat. no. X-0027 45 rpm cat. no. 4X-0027

TERRY FELL
DON’T DROP IT
Truck Driving Man
78 rpm cat. no. X-0010 45 rpm cat. no. 4X-0010

a Product of Radio Corporation of America

"X" RECORDS MARK THE HITS!

Record Distributors

And The Lines They Handle

Top Tune Distributor
3201 N. W. 7th
(Specialty; Coral; Chance; Allied; Imperial; Trumpet; Brunswick; Prestige)

Watson Triangle Co.
635 Southwest First Avenue
(Simon & Schuster)

PENSACOLA

Hundley Dist. Co.
1110 N. Thirteenth Ave.
(Smart)

ST. PETERSBURG

Bert Stoddard
1609 — 29th Ave. N.
(Horoscope)

TAMPA

E. W. Kersey
P. O. Box 10338
(Old Timer)

GEORGIA

ATLANTA

Capitol Records Dist. Co.
535 Courtland St. N. E.
(Capitol)

Columbia Records
1349 Spring Street, N. W.
(Columbia)

Decca Dist. Corp.
152 Alexander St. N. W.
(Decca; Coral)

Dixie Distributing Co.
445 Edgewood, S. E.,
(Glory; Rockin; Okeh; Jubilee; Gilt Edge; Republic; Blue Ridge; Mercury; Herald; Excello; Fabor; Nashboro; Contemporary; Epic; Clef; Flair; Good Time Jazz)

R. D. England Co.
100 Edgewood N. E.
(Westminister)

Friedman Music Co.
(Gramercy)

Haygood & England, Inc.
566 Spring St.
(Classic Editions; Esoteric; Wallis Original)

King Records
397 S. E. Edgewood Ave.
(King; Federal; De Luxe; 4 Star)

Pitco Record Sales
112 Edgewood Ave.
(London)

Record Distributors
1923 Peachtree St.
(Old Timer; Windsor; Western Jubilee)

Southland Dist. Co.
441 S. E. Edgewood Ave.
(Aladdin; Atlantic; Diamond; Dot; Intro; MGM: Peacock; Duke; Savoy; Score; Swingtime; Wallis; Cadence; Record Guild of America; Essex; Trumpet; Recorded In Hollywood; States; Specialty; Palda; RPM; United; Derby; Checker; Chess; Imperial; Devon; Abbott; Tico; Rama; Trend; Wallis Original; Modern; Sun; Gee; Chance; Monarch; Meteor; Hickory; Starday; Hollywood; Jay Dee; Valley; Bethlehem; Crown)

Yancey Co
1500 N. W. Northside Dr.
(RCA Victor; Groove; X)

IDAHO

BOISE

Craddock's Radio Supply
1522 State St.
(Tempo)

Ted Dicus
817 North Nineteenth St.
(Rainbow; Smart; Coral; Gilt Edge; Lucky)

ILLINOIS

CHICAGO

Advance Dist. Corp.
3257 W. Montrose Ave.
(Kismet; Old Timer; Ideal; Windsor)

Aristocrat Dist. Co.
750 E. 49th St.
(Abbott; Dot; Jubilee R & B; Herald)

K. O. Asher
5232 South Dorchester
(Walden; Riverside; Music Library; Polymusic; Classic Editions; Esoteric; Children's Radio Guild; Westminister)

J. F. Bard Co.
220 W. Locust St.
(Rondo)

Bee Distributors
9813 Greenwood
(Cloud)

Brason Associates, Inc.
945 W. George St.
(Record Guild of America; Simon & Schuster)

Capitol Records Dist. Corp.
1449 S. Michigan Ave.
(Capitol)

Coral Record Dist.
161 W. Huron St.
(Coral; Dana; Kiddie Time; London; Brunswick)

Decca Dist. Corp.
153 W. Huron St.
(Decca)

Frumkin Sales
2007 S. Michigan Ave.
Holmes Royal; Pacific Jazz; Fiesta; Gateway; Kentucky; Ambassador; Apollo; Banner; Belda; Bullet; Fantasy; Gilt Edge; Good Time Jazz; Joco; Audivox; Rainbow; Reena; Smart; Tempo; Vita; Wallis Original; Republic; Polkaland; Frontier; Lucky; Rudder; Folk Dancer; Monarch; Vienola; Crystal; Abbott; Contemporary; Trend; Rondo; Horoscope; Coral; Audivox)

Jay Jay Record Dist. Co.
845 N. Ashland Ave.
(Tar)

King Dist.
1232 E. 47th St.
(King; Wallis; Federal; De Luxe; 4 Star)

James Martin Inc.
1341 S. Michigan Ave.
(Atlantic; Broadcast; Cadence; Derby; Dot; Essex; Gramercy; London; Palda; Cardinal; Dome; Allied; Zodiac; MGM; Fabor; Benida; Bethlehem; Valley)

M. S. Distributing Co.
2009 S. Michigan Ave.
(Crown; Flair; Cadence; Ambassador; Aladdin; Score; Intro; Jubilee)

Midwest Mercury Record Dist
2021 S. Michigan Ave.
(Mercury)

RCA Victor Dist. Corp.
445 North Lake Shore Dr.
(RCA Victor)

Record Dist.
1424 E. Fifty-Fifth St.
(Clipper)

Sampson Electric Co.
2244 S. Western Ave.
(Columbia)

Sheridan Record Dist.
1151 E. 47th St.
(Glory; Rockin'; Chance; Nashboro; Excello; Demo; Savoy; Rama: Tico; Modern; Sun; Imperial; Specialty; Meteor; Jubilee)

United Record Distributor
4804 Cottage Grove
(Apollo; Diamond; Peacock; Duke; Prestige; States; Swingtime; Trumpet; United; Okeh; Gotham; Atlas; Twentieth Century; RPM; Hollywood; Recorded in Hollywood; Gee; Epic; Herald)

CICERO

George Cusick
1342 Austin Blvd.
(Bell)

LOMBARD

Stan Eric Redig
143 West Sunset
(Bell)

PALOS HEIGHTS

Arthur A. Hanson
11935 South 86th Avenue
(Bell)

George Mitchell
11933 South 71st Court
(Bell)

PEORIA

Decca Dist. Corp.
106 E. State St.
(Decca)

Klaus Radio & Electric Co.
403 E. Lake St.
(RCA Victor)

Williams Inc.
116 Liberty
(Columbia)

INDIANA

INDIANAPOLIS

Associated Dist. Inc.
210 South Meridian St.
(RCA Victor)

Indiana State Record Dist.
1325 N. Capitol
(Abbott; Apollo; Atlantic; Chance; Coral; Derby; Dot; Gilt Edge; Jubilee; Peacock; Prestige; Savoy; Swing Time; Wallis Original; Cadence; Essex; States; Specialty; Recorded In Hollywood; Modern; Sun; Flair; United; RPM; Gotham; 20th Century; Gateway; Kentucky; Palda; Herald; Rockin'; Nashboro; Excello; Lucky; Meteor; Brunswick; Republic; Chess; Checker; Glory; Ambassador; Duke; Aladdin; Score; Intro; Hollywood; Score; Valley; Trend; Fabor; 4 Star; Starday; 7-11; Aladdin; Orfeo; Infro; Jay Dee; Bethlehem; Crown)

C. M. Lawson
139-41 W. 34th St.
(Old Timer)

Peaslee-Gaulbert Co.
1401 Stadium Dr.
(Decca)

Radio Distributing Co.
P. O. Box 1298
(Capitol)

Radio Equipment Co., Inc.
1010 Central Ave.
(Columbia; Okeh; Epic)

SOUTH BEND

South Bend Radio Dist. Co.
432 Carroll St.
(Capitol)

IOWA

DAVENPORT

RCA Victor Corp.
1235 W. 5th St.
(RCA Victor)

DES MOINES

Decca Dist. Corp.
1217 High St.
(Decca)

Frank's One-Stop
South West 7th & Indianola Road
(Starday; Hollywood; Aladdin; Score; Intro)

Gifford-Brown Inc.
1326 West Walnut
(Capitol)

James Monahan
Wakondo Village, Apt. 24A
(Bell)

KANSAS

KANSAS CITY

Mayflower Sales Co.
2012 Baltimore Ave.
(Columbia)

RCA Victor Dist. Corp.
Fairfax & Funston Sts.
(RCA Victor)

MISSION

Mission Record Shop
5908 Woodson Road
(Starday)

TOPEKA

Garcia Discos
P. O. Box 743
(Ideal)

WICHITA

Les Campbell Prod.
210 S. Emporia
(Allied; Valley)

KENTUCKY

LOUISVILLE

Ewald Dist Co.
309 S. Ninth St.
(RCA Victor)

Foster Dist. Co.
409 W. Main St.
(Capitol)

King Records
112 E. Main St.
(King; Federal; De Luxe)

Peaslee-Gaulbert Corp.
226 N. Fifteenth St.
(Decca)

Sutcliffe Co.
609 W. Main St.
(Columbia)

LOUISIANA

NEW ORLEANS

A-1 Dist. Co.
640 Baronne St.
Abbott; Apollo; Atlantic; Meteor; RPM; Okeh; Flair; Specialty; Modern; Peacock; Duke; Chess; Checker; Herald; United; States; Trumpet; Epic; Saturday; Hollywood; Crown)

Wm. B. Allen Co.
1601 Orleans St.
(Mercury)

Wm. Amann Dist. Co.
642 Baronne St.
(MGM; Rainbow; Glory; Rockin'; London; Nashboro; Excello; Republic; TNT; X; Riverside; Good Time Jazz; Fabor; Tico; Rama; Gee; Aladdin; Score; Contemporary; Ambassador; Intro; Pacific Jazz; Young Peoples; Cadence)

Decca Distrib. Corp.
517 Canal St.
(Decca; Coral)

Delta Music Sales Co.
704 Baronne St.
(Diamond; Gilt Edge; Wallis)

Gramophone Enterprises
604 Baronne St.
(Coral; Fantasy; Prestige; Swing Time; Record Guild of America; Esoteric; Gateway; Cardinal; Monarch; Chance; 20th Century; Palda; Kentucky; Wallis Original; Imperial; Brunswick; Essex; Sun; Zodiac; Walden; Recorded in Hollywood; Devon; Program; S & S)

Interstate Elec. Co.
1001 So. Peters St.
(Columbia)

King Records
814 Carondelet St.
(King; Federal; De Luxe; 4 Star)

Mallory Dist.
630 Baronne St.
(Capitol; Dot; Hickory; Essex; Jubilee; Trend)

Mercury Dist.
1046 Baronne St.
(Mercury)

Southern Mercury, Inc.
604 Barrone St.
(Clef; Valley)

T V & Appliances Dist.
500 North Carrollton Ave.
(RCA; Groove)

SHREVEPORT

W. M. Amman Dist. Corp.
115 Olive St.
(Rondo)

Interstate Electric Company
RCA Victor Record Div.
P. O. Box 1094
1419 Culpepper St.
(RCA Victor; Groove)

Stan Lewis Record Shop
728 Texas St.
(Aladdin; Intro; Orfeo; Score; 7-11; Swing Time; Peacock; Apollo; Chance; Recorded In Hollywood; Modern; RPM; Sun; Meteor; Trumpet; Duke; Imperial; Flair; Crown; Tico; Rama; Gee; Herald; Savoy; Jubilee)

Wholesale Dist.
2606 Southern Ave.
(Decca)

MAINE

PORTLAND

Commercial Distributors
35 Commercial St.
(RCA Victor)

Philco Wholesalers, Inc.
919 Congress
(Columbia)

MARYLAND

BALTIMORE

Barnett Dist Co.
2566 Madison Ave.
(Apollo; London; Okeh; Rama; Tico; States; Gee; United; Gateway; Blue Hen; Atlas; Kentucky; Trumpet; Children's Record Guild; Bethlehem)

Vic Braddock
614 E. Lombard St.
(Holmes Royal; Success)

D & H Dist. Co.
25 S. Liberty St.
(RCA Victor)

Decca Dist. Co.
818 Madison Ave.
(Decca)

General Dist. Co.
2329 Pennsylvania Ave.
(Clipper; Coral; Derby; Diamond; Dot; Fantasy; Gilt Edge; Jubilee; Peacock; Rainbow; Swingtime; Sun; Flair; Meteor; Brunswick; Cadence; Chess; Checker; Pacific Jazz; Zodiac; Glory; Rockin'; Gotham; Allied; 20th Century; Savoy; Duke; Blue Hen; Chance; Jay Dee; Valley; Ambassador; Hickory; Fabor)

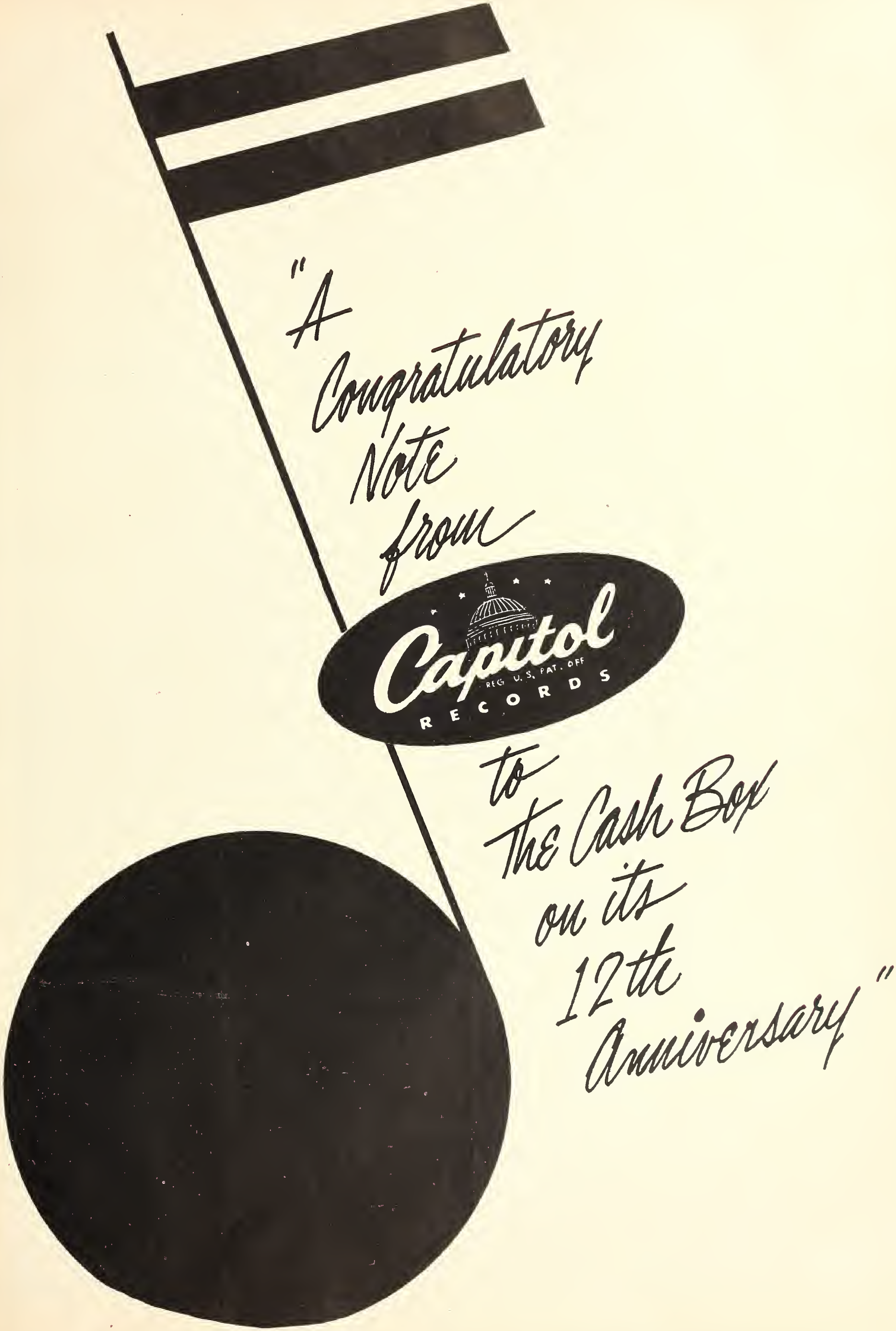
Gimbel Brothers, Inc.
3531 Belair Road
(MGM; Good Time Jazz; Prestige) Epic; Okeh; Contemporary)

Kay & Gee Dist.
201 Mount Royal
(Belda; Broadcast; Bullet; Chance; Robinhood; Vita; Esoteric; Riverside)

King Records
208 McMechen Ave.
(King; Federal; De Luxe; 4 Star)

M. B. Lesnick Record Co.
142 W. Mount Royal Ave.
(London)

Mangold Dist. Co.
211 S. Eutaw St.
(Abbott; Tempo; Holmes Royal; Success; Modern; RPM; Imperial; Specialty; Republic; Loop; Dome; Nashboro; DC; Essex; Audivox; Trend; Palda; Classic Editions; Excello; Cardinal; Fiesta; Southern; Chess; Checker; Rudder; Recorded In Hollywood; Herald; Starday; Herald; Tiffany; Devon; Audivox; Benida; Crown; Flair)


"A
Congratulatory
Note
from
Capitol
REG. U.S. PAT. OFF
RECORDS
to
The Cash Box
on its
12th
Anniversary"

Record Distributors

And The Lines They Handle

Nelson & Co.
1000 S. Linwood Ave.
(Capitol)

Joseph M. Zamoiski Co.
110 S. Paca St.
(Columbia)

Transdisc Corp.
2566 Madison St.
(X)

COLUMBUS

William Lice
1134 Northwest Blvd.
(Bell)

HAGERSTOWN

The Record Shop Dist.
(Holmes Royal; Success)

HYATTSVILLE

George Swallow
1-1420 Kanawha St.
(Bell)

MASSACHUSETTS

ALLSTON

Peter Fischler
10 Allston St.
(Classic Editions)

Redd Dist. Co.
298 Lincoln St.
(Wallis)

BOSTON

A B C Dist. Co.
259 Huntington Ave.
(Mercury; Banner; Good Time Jazz; Allied; Contemporary; Crown; Modern; Flair)

Allied Appliance
111 Berkeley St.
(Columbia)

Boston Record Dist.
1351 Washington St.
(Wallis)

Capitol Record Dist.
273 Huntington Ave.
(Capitol)

College Dist. Co.
338 Massachusetts Ave.
Joco; Monogram; Specialty; Recorded In Hollywood; Peacock; Duke; Rockin'; Glory; Apollo)

Decca Distributing Corp.
138 Ipswich St.
(Decca)

Music Suppliers of N. E.
263-265 Huntington Ave.
(Derby; Broadcast; Clipper; Gramercy; MGM; Rainbow, Wallis Original; Zodiac; Dot; 20th Century; Dome; Cardinal; Essex; Palda; Jubilee; Rhondo; Monarch; Dana; Cadence; Devon; Hickory; Valley; Tiffany; Benida; Ambassador; Trend; King; Federal; De Luxe)

Mutual Dist. Inc.
1255 Tremont St.
(Coral, London; Prestige; Tempo; Westminister; Sun; Brunswick; Republic; Esoteric; Poly Music; Fiesta; Riverside; Record Guild of America); Children's Record Guild; Simon & Schuster; Clef; Young Peoples; Audivox)

Records Inc.
255 Huntington Ave.
(Apollo; Rama; Tico; Okeh; States; Chance; Gee; Pacific Jazz; Fantasy; Atlas; Savoy; Marvel; Walden; Imperial; Chess; Checker; Hollywood; Starday; Herald; United; Aladdin; Score; Intro; Epic; Jay Dee; Atlantic; Fabor; Abbott; Bethlehem; Jubilee)

Moe Shapiro
P. O. Box 143, Station A.
(Bell)

Transdisc Corp.
c/o Records, Inc.
255 Huntington Ave.
(Groove)

CAMBRIDGE

Eastern Co.
620 Memorial Dr.
(RCA Victor)

CANTON

Charles Foley
4 Hillsview St.
(Bell)

DORCHESTER

Edward Dolberg
59 Esmond St.
(Wallis)

EAST BOSTON

Mario Sozio
961 Saratoga St.
(Bell)

NEWTON CENTRE

Saul Gilmao
400 Ward St.
(Bell)

WORCESTER

Peter Christo
15 Jaques Avenue
(Bell)

MICHIGAN

BATTLE CREEK

William Fitzgerald
140 East Ave., North
(Bell)

DETROIT

Angott Dist.
2616 Puritan
(Latin American)

Arc Dist. Co.
4600 Woodward Ave.
(Fabor, X, Benida, Groove)

Brooklyn Radio Shop
1276 Michigan Ave.
(Ideal)

Buhl Sons Co.
Ft. of Adair St.
(Columbia)

Al Butler
19500 Trinity Ave.
(Bell; Jay Dee)

Cadet Dist. Co.
3766 Woodward Ave.
(Aladdin; Broadcast; Chance; Gilt Edge; Good Time Jazz; Gramercy; Intro; Score; Prestige; Savoy; Abbott; Pacific Jazz; Recorded In Hollywood; Palda; Peacock; Duke; Mercury; Cardinal; Excello; Rama; Tico; Specialty; Sun; Okeh; 20th Century; Nashboro; Old Timer; Atlas; Gee: Tar; Republic; Epic; Starday; Hollywood; Devon; Cadence; Contemporary)

Capitol Records Dist. Corp.
40-42 Selden Ave.
(Capitol)

Decca Dist. Corp.
1301 W. Lafayette Ave.
(Decca)

Robert S. Dudley
9385 Stout Ave.
(Bell)

Fortune Record Dist.
11629 Linwood Ave.
(Diamond; Trumpet)

Kaplan Music Sales
8346 Linwood St.
(Wallis)

King Records
3725 Woodward St.
(King; Federal; De Luxe; 4 Star)

National Record Dist.
4438 R St.
(Holmes Royal; Success)

Pan American Record Dist.
3731 Woodward Ave.
(Apollo; Atlantic; Dot; Mercury; Swing Time; Flair; Imperial; Atlas; Dome; Rhondo; Lucky; Gotham; Modern; RPM; Meteor; Valley; Tiffany; Clef; Audivox; Bethlehem; Crown)

Perkins Sales Co.
20480 Woodward Ave.
(Tempo)

Polonia Dist. Co.
3747 Woodward Ave.
(Coral; Derby; Jubilee; Zodiac; Brunswick; States; Wallis Original; United; Dana; Chess; Checker; Monarch; Essex; Derby; Herald)

RCA Victor Dist. Corp.
7400 Intervale Ave.
(RCA Victor)

Radio Dist. Co.
10035 W. McNichols
(MGM; London)

S & S Dist. Co.
3955 Woodward Ave.
(Ambassador; Trend)

Square Dance Specialties Dist.
13945 Mettetal Ave.
(Kismet; Windsor; Western Jubilee)

GRAND RAPIDS

Buhl Sons Co.
246 Grandville S. W.
(Columbia)

Republic Dist. Co.
19-25 La Grave Ave. S.E.
(Decca)

LINCOLN PARK

Doris Richards
4166 Abbott St.
(Horoscope)

SAGINAW

Carson Dist. Co.
708 North Washington
(RCA Victor)

MINNESOTA

MINNEAPOLIS

Lew Bonn Co.
1211 La Salle Ave.
(MGM; Derby; Hummingbird; Rudder; Bethlehem)

Capitol Records Dist. Co.
21 E. Hennepin Ave.
(Capitol)

D. & D. Dist. Co.
2530 W. Lake of the Isles
(Pacific Jazz)

Decca Dist. Corp.
17-19 E. Hennepin Ave.
(Decca)

Thomas E. Enright
5345 Chicago Ave.
(Bell)

Forster Dist. Co.
1122 Harmon Pl.
(Columbia; Okeh; Epic)

F. C. Hayer Co.
250 Third Ave. N.
(RCA Victor)

Heilicher Bros., Inc.
1313 Third Ave., S.
(King; Federal; Okeh; Cardinal; De Luxe; Good Time Jazz; Contemporary; Jubilee)

Jather Distributing Co.
33 E. Hennepin Ave.
(Joco; Windsor; Four Star; Polkaland; Record Guild of America; Starday; Hollywood; Trend; Chess; Checker; Young Peoples)

Lieberman Music Co.
257 N. Plymouth
(Coral; London; Allied; Dot; Cadence; Brunswick; Republic; Zodiac; Valley; Essex; Ambassador; Abbott; Groove; X; Fabor; Simon & Schuster)

Mercury Record Dist. Co.
1313 S. Third Ave.
(Mercury; Tempo; Wallis Original; Rhondo; Monarch; Imperial; Clef)

John Rap
2126 North Upland Crest, N. E.
(Bell)

ST. PAUL

North Star Music Co.
1936 University Ave
(Tico; Rama; Gee)

MISSOURI

KANSAS CITY

Capitol Record Dist. Co.
1527 McGee St.
(Capitol)

Commercial Music Co.
2560 Holmes St.
(Swing Time; Prestige; United; Show-Me; Artists; Fantasy; Gilt Edge; Pacific Jazz; Good Time Jazz; Contemporary; Hickory; TNT; States)

Decca Dist Corp.
2028 Broadway
(Decca)

King Records
105 E. Thirty First St.
(King; Federal; De Luxe)

Jack Farrel Lovell
4541 Park Ave
(Bell)

Mexican Shop
900 South West Boulevard
(Ideal)

Mayflower Sales Co.
2012 Baltimore Ave.
(Columbia; Okeh; Epic)

Frank McGlynn
Commodore Hotel
(Bell)

Roberts Record Dist. Co.
321 South West Boulevard
(Aladdin; Broadcast; Coral; Intro; Score; Peacock; Duke; Dot; Savoy; Tempo; Atlantic; States; Republic; Cardinal; Western Jubilee; Brunswick; Record Guild of America; 4 Star; Simon & Schuster)

Norman Wilson Co.
2562 Holmes St.
(London; Mercury; Hollywood)

ST. LOUIS

Artophone Corp.
700 Rosedale Ave.
(Columbia)

Capitol Records Dist. Co.
1909 Washington Ave.
(Capitol)

Commercial Music, Inc.
2630 Olive St.
(Tico; Rama; Prestige; United; Chance; Mercury; Gee; Show-Me; Gilt Edge; Rhondo; Fantasy; Old Timer; Pacific Jazz; Sun; Artists; Hickory; Benida; Contemporary; TNT; Essex; States; Good Time Jazz)

Decca Dist Corp.
701 N. 16th St.
(Decca)

Ettman Specialty Co.
510 Culver Way
(Young Peoples)

Gravois Music Center
4656 Gravois St.
(Hummingbird)

Interstate Supply Co.
26 S. Tenth St.
(RCA Victor)

King Records
2112 Olive St.
(King; Federal; De Luxe)

L. Lander
6213 Delmar Blvd.
(Banner)

Albert Louton
7319 Sharp Ave.
(Bell)

Mayflower Sales Co.
1935 Washington Ave.
(Columbia; Okeh; Epic)

Midwest Dist. Co.
2642 Olive St.
(Apollo; Derby; Flair; Meteor; Trumpet; Ambassador; Peacock; Duke; Jubilee; Modern; RPM; Specialty; Zodiac; Windsor; Chess; Checker; Okeh; Jay Dee; Flair Fabor; X; Groove; Crown)

Millner Record Sales Co.
2630 Olive St.
(Swingtime)

One Stop Record Service
2626 Olive St.
(Rainbow; Dana)

Recordit Dist. Co.
1913 Washington
(MGM; London; Allied)

Roberts Record Dist.
1518 Pine St.
(Aladdin; Broadcast; Clipper; Coral; Dot; Gramercy; Cadence; Intro; Orfeo; 7-11; Score; Peacock; Savoy; Palda; Nashboro; Excello; States; Record Guild of America; Brunswick; Imperial; Herald; Gateway; Kentucky; Recorded In Hollywood; 20th Century; Western Jubilee; Four Star; Republic; Abbott; Glory; Rockin'; Cardinal; Monarch; Gotham; Devon; Audivox; Duke; Trend; Clef; Four Star; Wallis Original; Atlantic; Herald; Starday; Hollywood; Valley; Simon & Schuster; Bethlehem)

MONTANA

BILLINGS

Central Dist. Co.
P. O. Box 1551
(Capitol; Good Time Jazz; Contemporary)

Ben Clare Dist. Co.
501 St. Johns Ave.
(Allied; Frontier; Esoteric)

Heald Supply Co.
3008 First Ave. N.
(RCA Victor)

BUTTE

Alfred K. Brix
3151 Burlington
(Sentry)

E & R Distributing
15 E. Granite St.
(Decca)

GREAT FALLS

Music Service Co.
204 S. Fourth St.
(Coral; Derby; London; MGM; Rainbow; Mercury; Tico; Rama; Gee; Tempo; Essex; Palda; Jubilee; Dot; Zodiac; Imperial; Abbott; Wallis Original; Monarch; Gilt Edge; Four Star; Rhondo; Cadence; Brunswick; Starday; Hollywood; Fabor; Groove; Simon & Schuster; Herald)

MISSOULA

Vega Records
137 Radio Central Bldg.
(Marvel)

NEBRASKA

OMAHA

Bran-New Sales Co.
308 S. Twelfth St.
(Columbia; Epic; Okeh)

Murphy Sales Co.
711 S. Sixteenth St.
(MGM; Derby; Abbott; Essex; Palda; 4 Star; Trend; Hummingbird)

Sidles Co.
1002 Davenport St.
(RCA Victor)

Skylark Record Dist.
4224 S. Thirty Sixth Ave.
(Skylark)

Thanks—
Eddie Fisher

Record Distributors

And The Lines They Handle

Square Dance Dist. Co.
1916 Farnam St.
(Old Timer; Western Jubilee; Windsor)

NEW HAMPSHIRE

MANCHESTER

Tri-State Record Distributors
852 Elm St.
(Marvel)

NEW MARKET

D. Russel Groerer
Star Route
(Bell)

NEW JERSEY

CLIFTON

Consolidated Distributing Co.
166 Barkley Ave.
(Success; Holmes Royal)

ENGLEWOOD

Progressive Dist.
131 S. Woodland St.
(Jazzology; Progressive)

HILLSIDE

Mr. Milton Modell
1453 Liberty Ave.
(Simon & Schuster)

NEWARK

All-State New Jersey Inc.
457-463 Chancellor Ave.
(London; MGM; Mercury; Record Guild of America; Young Peoples; Clef; Children's Record Guild)

American Squares
1159 Broad St.
(Crystal; Old Timer)

Belmont Record Dist.
268 Fifteenth St.
(Atlas; Blue Hen; Rhondo)

Capitol Records Dist. Co.
83 Lock St.
(Capitol)

Cosnat Dist.
278 Halsey St.
(Cadence; Coral; Jubilee; Essex; Rainbow; Brunswick; Republic; Dome; Dana; Derby; Reveal; Benida)

Decca Dist. Corp.
81 Emmett St.
(Decca)

Essex Record Dist. Co.
114 Springfield Ave.
(Aladdin; Intro; Score; King; Federal; Peacock; Duke; Prestige; Savoy; United; Pacific Jazz; Atlantic; Tico; Rama; States; Glory; Rockin'; Okeh; Chance; Monarch; Robin; Vee Jay; Fantasy; Allied; Gotham; Modern; RPM; Sun; Flair; Imperial; Meteor; Trumpet; Chess; Checker; 20th Century; Abbott; Ambassador; Apollo; Herald; Wallis Original; Specialty; Wonderland; Stella; Sonart; Roost; Coda; Regent; De Luxe; Fabor; Gee; Sobre; Valley; Audivox; Epic; Bethlehem; Crown)

Krich-New Jersey, Inc.
428 Elizabeth Ave.
(RCA Victor)

Times-Columbia Dist.
37 Bridges St.
(Columbia)

PATERSON

Mac Sher
482 E. 25th St.
(Bell)

WEST CALDWELL

Charles Petrone
103 Ravine Ave.
(Bell)

NEW MEXICO

ALBUQUERQUE

Metronome Dist. Co.
500 Second St.
(Trend)

NEW YORK

ALBANY

Decca Distributing Corp.
1449 Central Ave.
(Decca)

Robert Goldhamer
97-B Shaker Road
(Bell)

RCA Dist., Inc.
36 Broadway
(RCA Victor)

Roskin Bros., Inc.
1827 Broadway
(Columbia; Okeh)

Leonard Smith, Inc.
1064 Broadway
(MGM; Wallis Original; Record Guild of America; Riverside; Fabor; Ambassador; Jubilee; Monarch; Zodiac; Cadence; Valley; Abbott; TNT; Audivox; Children's Record Guild; Young Peoples; Essex; Bethlehem; Dot; King; Federal; De Luxe; Good Time Jazz; Contemporary; Trend; Pacific Jazz)

BUFFALO

Benida Enterprises, Inc.
520 Seventh St.
(Benida)

Capitol Records Dist. Co.
1066 Main St.
(Capitol)

Decca Dist. Corp.
1233 Main St.
(Decca)

Faysan Dist. Inc.
506-20 Seventh St.
(Columbia; Okeh; Epic; Essex; Atlantic; Good Time Jazz; Derby; Jubilee)

Willis H. Ford
1313 Jefferson St.
(Rainbow)

King Records
814 Main St.
(King; Federal; De Luxe; 4 Star)

M & N Dist. Co.
620 Washington St.
(London; MGM; Wallis Original; Monarch; Lucky; Audivox; Valley; Bethlehem; Cadence; Trend)

Metro Dist. Inc.
852 Main St.
(Mercury; Clef)

RCA Victor Dist. Co.
1209 Broadway
(RCA Victor)

Henry Schunke
1080 Broadway
(Dana)

Transdisc Corporation
One-Stop Record Service
341 Niagara St.
(X; Groove)

COURTLAND

Skylark Record Dist.
S. Courtland—Virgil Rd.
(Skylark)

FAR ROCKAWAY

Harlem Hit Parade
2112 Carnega Ave.
(Apollo; Modern; RPM; Aladdin; Score; Intro; Imperial; Meteor; Flair; Trumpet)

GENEVA

Charles Williams
820 South Main St.
(Bell)

KINGSTON

See Why Merchandising Co.
3 E. Strand St.
(United; States; Derby; Music Library; Tico; Rama; Gee; Westminister)

MASSAPEQUA

Henry Kurl
542 Central Ave.
(Bell)

NEW YORK

Alpha Distributing Co.
457 W. 45th St.
Audivox; Rama; Tico; Gotham; Lloyds; Tuxedo; Fortune; Crown; Spark; United; States; Vee Jay; Sabre; Sun; Celtic; Sonart; Standard; Willida; Jax; Nashboro; Excello; Parrott; Chess; Checker; Stella; Fabor; Gee; Ambassador; Pacific Jazz; Flair; Bethlehem; Crown; Apollo; J. O. B.; Chance; Cardinal; Allied; Pic; Nocturn; Anchor; Mood; Stardust)

Bruno-New York Inc.
460 W. Thirty Fourth St.
(RCA Victor)

Capitol Records Dist. Co.
253 W. Sixty-Fourth St.
(Capitol)

Antonio Contrero
225 West 68th St.
(Music Library)

Coral Records Inc.
705 Tenth Ave.
(Coral; Brunswick; Record Guild of America; Simon & Schuster)

Cosnat Dist. Co.
315 W. Forty Seventh St.
(Atlantic; Abbott; Derby; Dot; Jubilee; Norgran; Joz; Monogram; Rainbow; Kismet; Republic; Dana; Zodiac; Herald; Essex; Red Robin; Commodore; Good Time Jazz; Contemporary; Trend; Tiffany; Hollywood; Jay Dee; Seeco)

Daro Exports, Ltd.
21 East 40th St., Rm 1004-5
(Music Library)

Decca Dist. Corp.
3280 Broadway
(Decca)

William Feinberg
605 West 170th St.
(Bell)

Russel Friedman
147-37 71st Road
Kew Garden Hills, L. I.
(Bell)

Friedrich Bros.
1357 First Ave.
(Hummingbird)

Green Bros.
101 West 31st St.
(Success; Holmes Royal)

Harlem Hit Parade Inc.
2112 Carnega Ave., L. I.
(Apollo; Modern; RPM; Imperial; Flair; Meteor)

International Dist.
762 Tenth Ave.
(Starday)

King Records, Inc.
565 Tenth Ave.
(King; Federal; De Luxe; 4 Star)

Charles Kunitz
2316 Ave. L
Brooklyn
(Bell)

Le Mar Distr. Corp.
4166 West 66th St.
(Holmes Royal; Success)

Leslie Distr. Co
750 10th Ave.
(Fiesta)

Liberty Record Dist.
301 W. Forty First St.
(Liberty)

W. Lingafelt
136 West 44th St.
(Horoscope)

London Record Distributing Co.
541 W. Twenty Fifth St.
(London)

Malverne Dist. Inc.
424 W. Forty Ninth St.
(Mercury; Wallis Original; Fantasy; Clef; Cadence; Pacific Jazz; Kapp; Baton)

Melody Record Supply Inc.
693 Tenth Ave.
(Banner)

Menorah Records Inc.
489 Fifth Ave.
(Reena)

Gus Minori
105-11 Remington St.
Jamaica, L. I., N. Y.
(Bell)

Musart Dist. Corp.
760 Tenth Ave.
(Sound of Our Times; Music Library)

Paradox Industries Inc.
142 W. 46th St.
(Joco)

Polymusic
204 E. 46th St.
(Polymusic)

Portem Dist.
733 11th Ave.
(Prestige; Savoy; Duke; Peacock; Aladdin; Overtone; U. of Okla.; Score; Intro; RPM; Imperial: Okeh; Modern: Regent; Bacchanal: Blue Note; Specialty; Roost; Epic; Riverside; Debut; Paragon)

Record Export & Distr. Co.
520 West 48th St.
(Success; Holmes Royal)

Reena Record Sales
130 W. Forty Second St.
(Reena)

Regent Distr.
200 West 57th St.
(Success; Holmes Royal)

Rival Distr.
10 7E. 110th St.
(Fiesta)

Runyan Sales Co.
593 Tenth Ave.
(Success; Holmes Royal)

Sanford Record Dist. Inc.
157 Chambers St.
(MGM)

Sorority-Fraternity Record Co.
12 West 117th St.
(Co-Ed)

Stanley-Lewis
639 Tenth Ave.
(Classic Editions; Period; Walden; A-440; Bartok; Bach Society; Eterna; Electra; Festival; Oxford; New Editions; Oceanic; Perspective; Program; Rachmaninoff; Renaissance; Stradvari; Valdocay; Philharmonia)

Times-Columbia Dist. Inc.
353 Fourth Ave.
(Columbia)

Transdisc Corp.
12 East End Ave.
(Riverside)

Don Walsh
2955 Grand Concourse
(Bell)

Sam Weiner
815 East 14th St.
Apt. 61, Brooklyn
(Bell)

Westminister Record Co.
275 Seventh Ave.
(Westminister)

NORTH BELLMORE

Leon Kunitz
2526 Locust Ave.
(Bell)

ROCHESTER

Add Specialty Sales
2485 St. Paul Blvd.
(Dana)

Eastern Sales Company
2011 E. Main St.
(Coral; Brunswick)

SYRACUSE

Joseph Barone
70 Aebersold St.
(Bell)

Morris Dist. Co.
1153 W. Fayette St.
(RCA Victor)

Onondaga Auto Supply Co.
344 W. Genesee St.
(Columbia; Okeh)

NORTH CAROLINA

ASHVILLE

Assorted Distrs.
P. O. Box 2149
Sweeten Creek Road
(Holmes Royal; Success)

CHARLOTTE

Bertos Sales Co.
2214 W. Morehead St.
(Diamond; Jubilee; Mercury; Rainbow; Tempo; Chess; Checker; Rockin'; Cardinal; Excello; Glory; United; Nashboro; Recorded In Hollywood; Zodiac; Trumpet; Herald; States; Chance; Okeh; Epic)

The Big Wheel Co.
147 W. Morehead St.
(London; Old Timer; Simon & Schuster)

Capitol Records Dist. Co.
614 W. Morehead St.
(Capitol)

Carol Dist. Corp.
124 W. Morehead St.
(Decca)

F. & F. Enterprises
803 S. Cedar St.
(Apollo; Atlantic; Coral; Gilt Edge; Peacock; Prestige; Savoy; Swingtime; Monarch; Fantasy; Allied; Gotham; 20th Century; Gateway; Kentucky; Wallis Original; Brunswick; Record Guild of America; Fabor; Bethlehem; Derby; Ambassador; Duke

Hal-Mark Distr.
1009 W. Morehead St.
304 W. Morehead St.
(Audivox; Cadence; Tico; Rama; Gee; Westminster; Trend)

King Record Dist.
819 W. Morehead St.
(King; Federal; De Luxe; 4 Star)

Mangold Dist. Co.
2212 West Morehead St.
(Aladdin; Abbott; Broadcast; Diamond; Dot; Gramercy; Intro; Score; MGM; Palda; Essex; Southern; Republic; Riverside; Modern; RPM; Sun; Imperial; Flair; Meteor; Atlas; Specialty; Dome; Good Time Jazz; Devon; Jay Dee; X; Hickory; Crown; Pacific Jazz; Contemporary)

Southern Bearings & Parts Co.
500 North College St.
(Columbia)

Southern Radio Co.
1625 W. Morehead St.
(RCA Victor)

GREENSBORO

Southland Music Merch. Co.
526 South Elm Street
(Young Peoples; Children's Record Guild)

OLÉ!

RCA VICTOR INTERNATIONAL RECORDS CONGRATULATES CASH BOX ON ITS 12TH ANNIVERSARY

Pedro Vargas
María Victoria
Luis Arcaraz
Miguel Aceves Mejía
Pérez Prado
Los Tres Diamantes
Cuarteto Manuel Jímenez
Damiron
Alfredo Sadel
Los Dos Reales
Hermanas Padilla
Chucho Martínez Gil
Facundo Rivero
Beny Moré
Juan Legido
Martin y Malena
Tony Martínez
Libertad Lamarque
Fernando Fernandez
Noro Morales
Los Churumbeles de España
Lalo Guerrero
La Panchita
Harold Loeffelmacher (Tuba)
Katyna Ranieri
Tito Rodríguez
Al Romero
Hermanos Martínez Gil
Al Caiola

RCA VICTOR
FIRST IN RECORDED MUSIC

Record Distributors

And The Lines They Handle

MONROE

Record Sales Distr.
303 Lancaster Ave.
(Holmes Royal; Success)

OHIO

CINCINNATI

A & I Record Dist. Co.
521 W. Sixth St.
(Aladdin; Apollo; Chance; Derby; Diamond; Prestige; Savoy; Intro; Score; Swing Time; Gotham; Recorded In Hollywood; 20th Century; Fantasy; Allied; Atlas; Glory; Rockin'; Cardinal; Okeh; United; Meteor; Imperial; Flair; Western Jubilee; Peacock; Duke; Herald; Rama; Pacific Jazz; Tico; States; RPM; Epic; Jay Dee; Modern; Herald; Hollywood; Hickory; Crown; Flair; RPM; Modern; Ambassador; Gee; Trend)

Capitol Records Dist. Co.
815 Sycamore St.
(Capitol)

Columbia Record Dist. Inc.
320 Reading Rd.
(Columbia)

Coral Records, Inc.
920 Race St.
(Abbott; Coral; Brunswick; Record Guild of America; Trumpet; Young Peoples)

Decca Dist. Corp.
Sixth & Court Sts.
(Decca)

Hit Record Dist. Co.
1043 Central Ave.
(Atlantic; Broadcast; Dot; Gilt Edge; Gramercy; Jubilee; Rainbow; Tempo; Wallis Original; Southern; Success; Gateway; Essex; Monarch; Dome; Rondo; Blue Ridge; Chance; Checker; Chess; Derby; Windsor; Republic; Holmes Royal; Success; Sun; Zodiac; Specialty; Groove; Devon; Fabor; X; Tiffany; Valley; Kentucky; Bethlehem; Good Time Jazz; Contemporary)

King Record Dist.
1540 Brewster Ave.
(King; Federal; Ebony; De Luxe; 4 Star)

Mid-States Record Co.
25 W. Court St.
(London; MGM; Cadence)

Ohio Appliances, Inc.
804-808 Sycamore St.
(RCA Victor)

Jimmie Skinner Music Co.
222 E. Fifth St.
(Dot)

Supreme Dist. Co.
1000 Broadway
(Mercury)

CLEVELAND

Benart Dist. Co.
327 Frankfort Ave.
(Abbott; Coral; Diamond; Dot; Gilt Edge; Gramercy; Peacock; Rainbow; Swing Time; Tempo; Wallis Original; Dana; Prestige; 20th Century; Recorded In Hollywood; Gateway; Kentucky; Duke; Palda; Essex; Herald; Rama; Glory; Atlas; Tico; Rondo; Rockin'; Specialty; Monarch; Zodiac; Modern; Sun; Flair; Meteor; Brunswick; Gotham; Tico; Bethlehem; Ambassador; Audivox; Gee)

Capitol Record Dist. Co.
104 N. W. St. Clair Ave.
(Capitol)

Columbia Record Dist.
620 Frankfort
(Columbia)

Cosnat Dist. Corp.
1233 W. 9th St.
(Essex; Jubilee; Crown; Flair; Atlantic; Derby; Fabor; Trend)

Custom Record Distr.
1737 Chester Ave.
(X; Benida; Groove)

Decca Dist. Corp.
746 W. Superior Ave.
(Decca)

King Records
1714 Chester St.
(King; Federal; De Luxe; 4 Star)

Lance Distr. Co.
2307 Prospect Ave.

Record Distr.
Mainline Cleveland, Inc.
5005 Euclid Ave.
(RCA Victor)

Ohio Record Dist.
1737 Chester Ave.
(Clipper; Fantasy; Savoy; Nashboro; Chance; Lucky; Apollo; Republic; Excello; Allied; Tar; Cardinal; Checker; Chess; United; Okeh; States; Cadence; Pacific Jazz; Imperial; Good Time Jazz; Contemporary; Mercury; Trumpet; Hollywood; Jay Dee; Starday; Epic; Clef; Young People; Valley)

Bob Polito
1524 East 123rd St.
(Bell)

Wally Ranson
Box 863, Warrenville Heights
(Bell)

Sanborn Music Co.
736-38 N. W. Superior Ave.
(London; MGM; Westminister)

COLUMBUS

Colso Distributors
2088 Sullivant Ave.
(Grenoble)

DAYTON

Spencer Jewelry
39 S. Main St.
(Latin-American)

HUBBARD

Music-Please, Inc.
Box 228
(Dome; Old Timer; Grenoble; Trepur; Hollywood; Starday; Aladdin; Score; Intro)

OBERLIN

Radio Station WOBC
32 East College St.
(Yeoman)

TOLEDO

New Line Record Dist.
1465 Belmont Ave.
(Tar)

Main Line Dist., Inc.
380 W. Erie St.
(RCA Victor)

Ben Rubin Dist. Co.
1034 Grand Ave.
(Decca)

VIENNA

Mid-American Record
760 Bonnie Brae St., S. E.
(Atlas)

Trumbull Record Sales
(Dome)

OKLAHOMA

OKLAHOMA CITY

B & K Record Distrs.
608 N. Hudson St.
(Crown; Flair; RPM; Modern; MGM; Fabor; United; States; Trend; Abbott)

Burns Dist. Co.
828 N. Walnut
(Ambassador; Belda; Broadcast; Bullet; Diamond)

Capitol Record Dist. Co.
1219 W. Main St.
(Capitol)

Dulaney Dist. Corp.
100 N. W. 44th St.
(RCA Victor)

Gramaphone Enterprises
1011 N. W. Fifth St.
(Coral; Swing Time; Apollo; Chance, Gilt Edge; Meteor; Trumpet; Recorded In Hollywood; Brunswick; Record Guild of America; Sun; Imperial; Checker; Chess; Derby; Prestige; Glory; Rockin'; Cardinal; Monarch; Rondo; Fantasy; Gotham; 20th Century; Jubilee; Essex; Palda; Walden; Western Jubilee; Wallis Original; Savoy; Esoteric; Polymusic; Gateway; Kentucky; Duke; Herald; Peacock; Simon & Schuster; Contemporary)

King Records
612 N. Hudson
(King; Federal; DeLuxe)

Gene Lybarger
1716 North Meridian Ave.
(Bell)

Leo Maxwell Co.
409 N. Classon Blvd.
(Decca; Coral)

Miller-Jackson Co.
111-115 E. California Ave.
(Columbia; Okeh)

Oklahoma Record Supply Co.
627 N. W. Second St.
(Good Time Jazz; Mercury; Tempo; Vita; London; Specialty; Nashboro; Lucky; Four Star; Republic; Excello; Atlantic; Derby; Jubilee; Cadence; Herald; Aladdin; Dot; Pacific Jazz; Score; Intro)

Wolfe Dist.
710 N. W. Second St.
(Old Timer)

OREGON

PORTLAND

B. G. Record Service
1132 N. W. Glisson St.
(Abbott; Apollo; Atlantic; Clipper; Derby; Diamond; Dot; Fantasy; Intro; Score; Jubilee; Prestige; Rainbow; Savoy; Swing Time; Checker; Chess; United; States; Four Star; Rondo; Aragon; Trumpet; Pacific Jazz; Southern; Zodiac; Modern; Palda; Essex; RPM; Sun; Imperial; Meteor; Republic; Cadence; Okeh; Cardinal; Specialty; Chance; Lucky; Fabor; Hollywood; Valley; Starday; Aladdin; Simon & Schuster; X; Audivox; Groove; Riverside; Ambassador; Rama; Tico; Gee; Herald; Trend; Flair)

Love Electric Co.
936 W. First St.
(Columbia)

Oregon Record Dist.
827 S. W. Thirteenth St.
(Coral: London; Tempo; Brunswick; Record Guild of America)

Edgar A. Parks, Jr.
1215 North East 157th Ave.
(Bell)

North Pacific Supply Co.
2025 North West Overton St.
(RCA Victor)

J. E. Redmond Supply Co.
325 N. W. 6th Ave.
(Decca)

Richter Record Dist. Co.
2115 N. W. Northrup St.
(MGM; Gilt Edge; Morrison; Western Jubilee; Good Time Jazz; Contemporary)

Scani-Tunes
1631 N. E. Alberta St.
(Rudder)

PENNSYLVANIA

DERRY

Belle Recording Co.
Box 485
(Trepur)

HARRISBURG

D & H Dist. Co.
2535 N. Seventh St.
(RCA Victor)

JOHNSTOWN

Ethel McNemar
728 Railroad St.
(Horoscope)

NEW HOPE

Sid Graedon
Box 139
(Bell)

PHILADELPHIA

Edw. S. Barsky, Inc.
2522 N. Broad St.
(MGM; Hickory; Benida)

Capitol Records Dist. Co.
1343 W. Cumberland St.
(Capitol)

Cosnat Dist. Co.
1710 North St.
(Abbott; Dot; Atlantic; Derby; Jubilee; Rainbow; Checker; Chess; Dana; Republic; Essex; Palda; Reveal; Herald; Esoteric; Chance; Glory; Rockin'; Dome; Rondo; Nashboro; Excello; Zodiac; Starday; Tiffany; Good Time Jazz; Jay Dee; Valley; Contemporary; Devon; Hollywood; Trend)

Decca Dist. Corp.
1934 Arch St.
(Decca)

Gotham Record Corp.
1626 Federal St.
(Peacock; Diamond; Prestige; Gilt Edge; Tico; Rama; Gee; Fantasy; Cardinal; Rudder; Duke; Pacific Jazz; Modern; RPM; Flair; Meteor; Ambassador; Crown)

Grimes Music Pub.
250 South Broad St.
(GMP; Vod-Vil; Hokem; Co-Op)

The Harrington Co.
4903 Girard Ave.
(Tara Irish)

John-Harold Co.
1618 N. Broad St.
(London; Coral; Allied; Brunswick; Cadence)

King Records
1242 N. Broad St.
(King; Federal; De Luxe; 4-Star)

Lesco Dist.
17 S. Twenty-First St.
(Riverside; Success; Holmes Royal; Windsor; Western Jubilee; Banner; Westminister; Young Peoples; Children's Record Guild; Simon & Schuster)

Stuart F. Loucbheim Co.
1229 N. Broad St.
(Columbia)

Marnel Dist.
1622 Fairmont Ave.
(Aladdin; Apollo; Broadcast; Intro; Orfeo; 7-11; Score; Savoy; Tempo; Swingtime; Recorded In Hollywood; United; States; Record Guild of America; Walden; Pollymusic; Southern; Imperial; Specialty; Fabor; Bethlehem)

Musicart Records
1715 Chestnut St., Dept. 202
(Musicart; Reliance; Silver Song)

Abraham Lewis Plotnick
1135 Passmore St.
(Bell)

David Rosen, Inc.
855 N. Broad St.
(Audivox; Mercury; Okeh; Gramercy; Wallis Original; Monarch; Atlas; Epic; Fiesta)

Raymond Rosen & Co.
2121 Market St.
(RCA Victor)

Scotte-Crosse Co.
1423 Spring Garden St.
(Clipper)

Bernard A. Scheller
341 North 16th St.
(Bell)

Tempo Record Co. of Amer.
1310 Callowhill St.
(Tempo)

Transdisc Corp.
c/o Harris
4517 Wayne Ave.
(X; Groove)

PITTSBURGH

Alco Record Dist. Co.
906 Forbes St.
(Aladdin; Intro; Orfeo; Score; 7-11; Wallis Original; Chess; Checker; Derby; Atlantic; Jubilee; Mercury; Monarch; Cadence; Trend)

Capitol Records Dist. Co.
2020 W. Liberty Ave.
(Capitol)

Danforth Corp.
6500 Hamilton Ave.
(Columbia; Okeh; Epic)

Charles Davis
14 Maplewood Ave.
Crafton
(Bell)

Deca Dist. Corp.
153 W. Huron St.
(Decca)

Future Record Dist.
1300 Wylie Ave.
(Specialty; Apollo)

Gimbel Bros.
906 Forbes St.
(Prestige)

Hamburg Bros.
213 Galveston Ave.
(RCA Victor)

King Records
1437 Fifth Ave.
(King; Federal; DeLuxe; 4-Star)

Lomakin Music
633 Liberty St.
(Fantasy; Pacific Jazz)

National Record Mart
5927 Penn Ave.
(Gateway; Kentucky)

Record Distributing Co.
906 Forbes St.
(Okeh; MGM; United; States; Record Guild of America; Peacock; Duke; Gotham; Savoy; Contemporary; Simon & Schuster)

Standard Dist.
1705 Fifth Ave.
(Broadcast; Coral; Dot; Good Time Jazz; Rainbow; Gateway; Kentucky; Dana; Essex; Palda; Zodiac; Sun; Imperial; Meteor; Brunswick; Republic; Cardinal; Rondo; 20th Century; Recorded In Hollywood; Audivox; Ambassador; Abbott; Devon; Tiffany Valley; Bethlehem; Herald; Tico; Rama; Gee; Modern; RPM; Flair; Crown)

Frank Stanko
429 East Garden Rd.
(Bell)

J. A. Williams Co.
401 Amberson Ave.
(Decca)

Jack W. Young Co.
1206 Forbes St.
(Atlas)

SCHUYKILL HAVEN

Ace Electronics
33 Stanton St.
(Trend)

ON THE WAY UP...UP...UP!

"SWAY"

by

DEAN MARTIN . . . Capitol 2818

EILEEN BARTON . . . Coral 61185

BOB CARROLL . . . . Derby 846

"I'M A FOOL TO CARE"

by

LES PAUL & MARY FORD

Capitol 2839

published by

PEER INTERNATIONAL

1619 BROADWAY NEW YORK, N. Y.

Record Distributors

And The Lines They Handle

SCRANTON

Capitol Records Dist. Co.
500 Wyoming Ave.
(Capitol)

Scranton Supply & Machine Co.
634 Wyoming Ave.
(Decca)

RHODE ISLAND

PAWTUCKETT

Conte Distributors
61 Division St.
(Grenoble)

PROVIDENCE

Eddy & Co., Inc.
43 Hospital St.
(RCA Victor)

SOUTH CAROLINA

ROCK HILL

James Melton
462 Willowbrook Ave.
(Bell)

Mercury Record Dist. Co.
419 First Ave., South
(Hickory; Mercury)

SOUTH DAKOTA

SIOUX FALLS

Warren Radio Supply
115 S. Indiana Ave.
(RCA Victor)

TENNESSEE

GALLATIN

Randy's Record Dist.
321 W. Main St.
(Atlantic; Dot; Jubilee; Peacock; Duke; Swing Time; Apollo; Checker; Chess; Imperial; Flair; Sun; Chance; Gotham; 20th Century; Modern; Recorded In Hollywood; RPM; Meteor; Savoy; Aladdin; Intro; Score; Herald)

KNOXVILLE

C. M. McClung & Co.
301 N. Fifth Ave.
(RCA Victor; Groove)

MEMPHIS

Capitol Record Dist. Co.
786 Madison Ave.
(Capitol)

Glen Allen Supply Co.
1146 Union Ave.
(Aladdin; Atlantic; Capitol; Gilt Edge; Intro; Orfeo; Score; 7-11; Wallis Original; Jubilee; Rondo; Ideal; Herald; Windsor; RPM; Groove; Cadence; Fabor; Crown)

King Records
1092 Union Ave.
(King; Federal; DeLuxe; 4-Star)

McGregor's, Inc.
1071 Union Ave.
(RCA Victor)

Music Sales Co.
1117 Union Ave.
(Apollo, Abbott; Broadcast; Derby; Diamond; Dot; MGM; Peacock; Smart; Swing Time; Imperial; Flair; Meteor; Record Guild of America; Trumpet; Republic; Checker; Chess; Recorded In Hollywood; Savoy; Sun; Cardinal; Chance; United; States; Nashboro; Excello; Rudder; Gotham; Essex; Palda; Modern; Specialty; Starday; Valley; X; Duke; Jay Dee; Hollywood; Bethlehem; Ambassador; Tico; Rama; Gee; Trend)

Stratton-Warren Hdware Co.
37 E. Carolina Ave.
(Decca; Coral)

Tennessee Music Sales
1087 Union Ave.
(Kentucky; Glory; Rockin'; Mercury; Zodiac; Gateway; Contemporary; Good Time Jazz)

Woodson & Bozeman, Inc.
733 Summerville Ave.
(Columbia; Okeh; Epic; TNT)

NASHVILLE

American Dist. Co.
714 Allison St.
(Jubilee)

Buckley's Dist. Co.
1707 Church St.
(Swingtime; Chance; RPM; Recorded In Hollywood; Grenoble; Modern; Sun; Flair; Herald; Meteor; Peacock; Duke; Imperial; Starday; Hollywood; Trumpet)

Coast Line Dist.
535 Fourth Ave. S.
(Dome; Rainbow)

Ernie's Record Shop
179 N. Third Ave.
(Apollo; Peacock; Duke; Hollywood; Imperial; Meteor; Chess; Checker; Gotham; Herald; RPM; Sun; Flair; Modern; Twentieth Century; RIH; Chance; Savoy; Aladdin; Dot; Score; Intro)

King Records, Inc.
1805C Church St.
(King; Federal; DeLuxe; 4-Star)

Hermitage Music Co.
(Dot; Sun; Gramercy; Hollywood)

Mercury Record Dist. Co.
419 First Ave.
(Mercury)

Music City Record Sales
714 Allison St.
(Blue Ridge; Nashboro; Excello; Sun; Hollywood; Starday; Jay Dee; Abbott; Dot; Simon & Schuster; Fabor; Atlantic; Aladdin; Peacock; Trend; Herald; Duke; Abbott)

Tennessee Music Sales
415 Main St.
(Cadence; Essex; Palda; Zodiac; Gilt Edge; Good Time Jazz; Tempo; Glory; Rockin'; Monarch; Rondo; Atlas; Gateway; Kentucky; Contemporary; 4-Star; Blue Ridge; Wallis Original; Good Time Jazz)

TEXAS

AMARILLO

Dulaney's
1420 N. E. Third St
(Groove; RCA)

ARLINGTON

William Bryan Shaw
1400 Bennett Drive
(Bell)

DALLAS

Adelta Co.
1914 Cedar Springs
(RCA Victor; Groove)

Big State Dist. Co.
137 Glass St.
(Coral; Dot; Apollo; Abbott; Atlantic, Broadcast; Checker; Chess; Four Star; Herald; Okeh; Allied; Brunswick; Specialty; Cardinal; Nashboro; Excello; Trumpet; Republic; Duke; TNT; Peacock; Jay Dee; Epic; Trend; Young People; Starday; X; Hickory; Essex; Jubilee; Ambassador; Tico; Rama; Gee; Aladdin; Score; Intro; Modern; RPM; Crown; Pacific Jazz)

Capitol Record Dist. Co.
1801 N. Industrial Blvd.
(Capitol)

Decca Dist. Corp.
139 Cole St.
(Decca)

Dobbs Of Dallas
135 Leslie St.
(MGM; Tiffany; Bethlehem; Audiuox; Cadence; Derby; Fabor)

Gramaphone Enterprises
1607 Dragon St.
(Diamond; Fantassy; Good Time Jazz; Prestige; Rainbow; Swingtime; Tempo; Westminister; United; States; Savoy; Wallis Original; 20th Century; Esoteric; Duke; Polymusic; Gateway; Kentucky; Herald; Zodiac; Sun; Imperial; Cadence; Glory; Chance; Record Guild of America; Rockin'; Palda; Pacific Jazz; Rondo; Monarch; Cadence; RIH; Devon; Fantasy; Old Timer; Gotham; Trend; Simon & Schuster)

King Records
146 Leslie
(King; Federal; DeLuxe)

Medaris Co., Inc.
1202 Dragon St.
(Columbia)

Mercury Dist., Inc.
1035 Levee St.
Trinity Industrial District
(Mercury; Western Jubilee; Flair; Meteor; Valley; Fabor; Clef; Good Time Jazz; Contemporary)

Mercury Record Dist.
2822 Elm St.
(Clipper)

Trinity Dist.
1033 Levee St.
(London)

EL PASO

Boyd Dist. Co., Inc.
2209 Mills St.
(Capitol)

Frontier Dist. Co.
1200 E. Missouri
(MGM)

M. B. Krupp Dist.
309 S. Sante Fe St.
P. O. Box 951
(Abbott; Aladdin; Ambassador; Apollo; Atlantic; Belda; Broadcast; Bullett; Derby; Dot; Good Time Jazz; Intro; Jubilee; Peacock; Prestige; Rainbow; Savoy; Score; Swingtime; Vita; Orfeo; 7-11; Checker; Chess; Duke; Fiesta; Southern; Time; United; Western Jubilee; Windsor; Sun; Republic; Trumpet; Record Guild of America; States; Gilt Edge; Recorded In Hollywood; Crystal; Ideal; Old Timer; Four Star; Chance; Cardinal; Essex; Palda; Lucky; Fabor; Starday; Valley; Hollywood; Herald; Peacock; Contemporary; Jay Dee Imperial; Score; Fabor; Ambassador; Tico; Rama; Gee; Trend; Modern; Pacific Jazz)

Albert Mathias Co.
113 S. Mesa
(Columbia; Okeh; Epic)

Midland Specialty Co.
425 W. San Antonio St.
(RCA Victor)

Momsen, Dunnegan, Ryan Co.
800 E. Overland St.
(Decca)

Sam Paparone
3717 Nations Ave.
(Bell)

Sunland Supply Co.
1200 E. Missouri
(Mercury; London; Coral; Tempo; Wallis Original; Rondo; RPM; Brunswick; Specialty; Flair; Meteor; X; Groove; Monarch; King; Federal; DeLuxe; Cadence; Modern)

HOUSTON

H. W. Dailey
314½ E. 11th St.
(Decca)

Gramaphone Enterprises
1906 Leeland Ave.
(Zodiac; Diamond; Good Time Jazz; Prestige; Swingtime; Tempo; Gotham; 20th Century; Recorded In Hollywood; Esoteric; Polymusic; Gateway; Kentucky; Herald; Wallis Original; Record Guild of America; Monarch; Rondo; Fantasy; Sun; Imperial; Glory; Rockin'; Palda; Chance; Polymusic; Simon & Schuster; Devon; Contemporary)

King Records
1904 Leeland Ave.
(King; Federal; DeLuxe)

Stanley Smith
5326 Keystone
(Bell)

South Coast Amusement
314 E. Eleventh St.
(MGM; Okeh; Abbott; Broadcast; Dot; Cardinal; Allied; Gilt Edge; Four Star; Nashboro; Excello; Chess; Checker; Republic; Rudder; United; States; Starday; Groove; Epic; Hickory; Essex; Hollywood; Aladdin; Score; Intro)

Southern Mercury, Inc.
1218 Leeland Ave.
(Meteor; Clef; Valley)

Tradewinds Music
816 Rusk St.
(Rainbow)

Trinity Distributors
1218 Leeland Ave.
(London)

United Record Dist.
1902 Leeland Ave.
(Apollo· Atlantic; Coral; Peacock; Savoy; RPM; Crown; Pacific Jazz; Trumpet; Specialty; Brunswick; Sho-me; Fabor; Ambassador; Trend; Duke; Modern)

J. A. Walsh & Co.
4301 Gulf Freeway
P. O. Box 1657
(RCA Victor)

R. Warncke Co.
3445 Leeland Ave.
(Capitol; Gramercy; Mercury; Derby; Jubilee; Tico; Rama; Gee)

SAN ANTONIO

Larry Bool
2302 Texas Ave.
(Bell)

General Appliance Co.
906 Nolan St.; P. O. Box 688
(Decca)

The Perry Shankle Co.
1801 S. Flores St.
(RCA Victor)

R. Warncke Co.
121 Navarro St.
(Capitol; Gramercy)

SAN BENITO

Rio Grande Music Co.
P. O. Box 861
(Ideal)

UTAH

OGDEN

Carl Santoro
2667 Lincoln Ave.
(Allied)

Zion Dist. Co.
2667 Lincoln Ave.
(Valley; Essex; Cadence; King; Federal; DeLuxe; Tico; Rama; Gee; Trend)

SALT LAKE CITY

W. H. Blintz Co.
433 W. Third St.
(Columbia; Okeh)

Davis Sales Co.
106 W. 3rd St., South
(Score; Intro; Abbott; Good Time Jazz; Contemporary; Mercury; 4-Star; Westminister; Aladdin; Modern; RPM; Flair; Crown)

El Rancho Cordova
543 West Third St.
(Ideal)

Flint Dist. Co.
316 Second St.
P. O. Box 1470
(RCA Victor)

General Appliance Corp.
341 Rio Grande St.
(Columbia; Epic)

Roy Koerber Dist. Co.
159½ South Main St.
(Rainbow; Crystal; Windsor; Old Timer; Western; Record Guild of America)

Mountain States Dist. Inc.
622 South State St.
(Capitol)

Salt Lake Hardware Co.
P. O. Box 510
(Decca)

Standard Supply Co.
531 South State St.
(MGM; London; Coral; Imperial; Brunswick; Monarch; Fantasy; Wallis Original; Pacific Jazz; Jubilee)

VIRGINIA

BIG STONE GAP

Holland's Records
(Smart)

RICHMOND

Allen Dist. Co.
420 W. Broad St.
(Abbott; Apollo; Broadcast; Derby; Diamond; Dot; Jubilee; London; Rainbow; Savoy; Sun; Republic; Imperial; Meteor; Flair; Trumpet; Herald; Modern; Peacock; Duke; 20th Century; Gotham; Checker; Chess; Nashboro; Excello; United; Blue Ridge; Blue Hen; Chance; Recorded In Hollywood; RPM; Glory; Rockin'; Cadence; Palda; Essex; States; Specialty; Zodiac; Fabor; Starday; Jay Dee; Valley; Hollywood; Bethlehem; Ambassador; Tico; Gee; Rama; Trend; Crown)

B. T. Crump Co.
1310-34 E. Franklin
(Columbia; Okeh; Epic)

Decca Dist. Corp.
1837 W. Broad St.
(Decca)

King Records, Inc.
216 E. Main St.
(King, Federal, DeLuxe; 4-Star)

Virginia Dist. Corp.
1837 Broad St.
(Decca; Coral)

Wyatt-Cornick, Inc.
Grace at Fourteenth St.
(RCA Victor; Groove)

WASHINGTON

NO. SEATTLE

Love Electric Co.
318 Westlake Ave.
(Columbia; Okeh)

SEATTLE

Artist Record Dist.
310 Ninth Ave.
(Simon & Schuster; Allied; Rudder; Recorded In Hollywood; Savoy; Swingtime; Diamond; Trumpet; Meteor; Specialty; Sun; Imperial; Checker; Chess; Glory; Rockin'; Lucky; Children's Rec. Guild)

C & C Dist. Co.
3131 Western Ave.
(Abbott; Fantasy; Mercury; Wallis Original; Westminister; Derby; Prestige; Specialty; Chance; Four Star; Jubilee; RPM; RIH; Valley; Meteor; Modern; Herald; Monarch; Young Peoples; Clef; Sun; Hollywood; Flair; Tico; Rama; Gee; Pacific Jazz)

Capitol Records Dist. Corp.
620 Eastlake Ave.
(Capitol)

Thanks D.J.'s

For Making Us Tops

MOST PROGRAMMED INSTRUMENTAL GROUP OF 1954

(From Cash Box Annual D. J. Poll)

2nd CONSECUTIVE YEAR

Les Paul
Mary Ford

Capitol Records

Personal Mgr.:
GRAY GORDON • MEL SHAUER

GAC

Record Distributors

And The Lines They Handle

Frank Conklin
102 Ranier Ave.
(Bell)

Decca Dist. Corp.
3131 Western Ave.
(Decca)

Fidelity Electric Co.
960 Republican St.
(RCA Victor)

Love Electric Co.
318 Westlake Ave. N.
(Columbia; Okeh; Epic)

Morrison Music Co.
720 Queen Anne Ave.
(Morrison)

N. W. Tempo Dist. Co.
310 Ninth Ave., N.
(Aladdin; Ambassador; Apollo; Herald; Score; Intro; Belda; Broadcast; Bullet; MGM; Gilt Edge; Good Time Jazz; Rainbow; Tempo; Vita; United; Western Jubilee; Palda; Essex; Old Timer; King; Federal; Cadence; States; Atlantic; Rondo; Kismet; Peacock; Duke; Morrison; Contemporary; Fabor; Simon & Schuster; Jay Dee; Dot; Windsor; DeLuxe; Tico; Rama; Gee; Trend; Crown)

Oregon Record Distributing Co.
331 Western Ave.
(Coral; London; Brunswick; Record Guild of America)

SPOKANE

Columbia Elec. Mfg.
123 S. Wall St.
(Columbia; Okeh; Epic)

Tinling & Powell
706 East Sprague Ave.
(Holmes Royal; Success)

WEST VIRGINIA

CHARLESTON

Cardinal Distributing Co.
821 Quarrier St.
(Columbia)

King Records, Inc.
402 Lee St.
(King; Federal; DeLuxe; 4-Star)

HUNTINGTON

Van Zandt Supply Co.
1123 Fourth Ave.
(RCA Victor)

SO. CHARLESTON

Modern Distributors
611 Garrett St.
(Bethlehem; Trend)

WISCONSIN

MADISON

Tell Music Dist. Co.
2702 Monroe St.
(Coral; Brunswick; Republic; X; Groove)

MILWAUKEE

Capitol Records Dist. Co.
1434 N. Farwell Ave.
(Capitol)

Decca Dist. Corp.
321 E. Chicago St.
(Decca)

Demo Records Dist. Co.
1415 North 21st St.
(Demo)

John M. Kropf
1540 North 21st St.
(Bell)

Major Dist., Inc.
626 E. Ogden Ave.
(Mercury; Wallis Original; Monarch)

Morely-Murphy Co., Inc.
5151 W. State St.
(Columbia; Epic)

Taylor Electric Co.
112 N Broadway
(RCA Victor)

WYOMING

CHEYENNE

Forbes Music Co.
1818 Carey Ave.
(Holmes Royal; Success)

ARGENTINA

BUENOS AIRES

Chaus S. R. L.
(Banner)

Sicamericana S. R. L.
Pasteur 128
(Trend)

AUSTRALIA

SYDNEY

Esquire Records, Ltd.
(Wallis)

CANADA

CALGARY, ALBERTA

T W. Peacock, Ltd.
216—12th Ave. W.
(Coral; Brunswick)

Taylor, Pearson & Carson, Ltd.
308 Fifth Ave. W.
(Mercury; MGM)

LACHINE, QUEBEC

Compo Company, Ltd.
2377 Remembrance
(Coral; Brunswick)

MONTREAL

Larry Bernier
1440 Bernard Ave. #16
(Bell)

Biltmore Record Company
2560 Mayfair Ave.
(Biltmore)

Canus Dist. Ltd.
67 Prince Arthur St.
(Latin-American)

Capitol Records of Canada, Ltd.
216 St. Paul St., W.
(Capitol)

Elite Record Co. of Canada
417 St. Peter St.
(Westminister; Tico; Rama; Classic Editions; Riverside; Eco)

London Gramophone Corp.
2123 E. St. Catherine St.
(London; Young Peoples)

Metrodisc, Inc.
5016 Sherbrooke St., West
(Coral; Brunswick; Quality; Rod; M-G-M)

Musimart of Canada
901 Blevry St.
(Dana; Banner; Reena)

Sni-Don Sales Co.
455 Graig St., West
(Success; Holmes Royal)

LONDON, ONTARIO

Capitol Record Distr. Co.
100 St. George St.
(Capitol; English Columbia; Rama)

Spartan of Canada, Ltd.
(Columbia)

TORONTO, ONTARIO

Apex Records, Ltd.
670 Richmond St. W.
(Coral; Brunswick)

George Blakey
31 White Pine Ave.
(Bell)

Canadian Music Sales
1261 Bay St.
(Old Timer)

Capitol Records of Canada, Ltd.
122 Adelaide St.
(Capitol)

Mackay Record Distrs.
30 Duncan St.
(Young Peoples)

Margas Dist. Agency
807 Yonge St.
(Biltmore; Aragon; Arrow)

Mercury Records of Canada
(Wallis)

Morris Distr. Agency
1580 Queen St., W.
(Fantasy; Savoy; Pacific Jazz; Contemporary; Good Time Jazz)

Ontario Sales Division)
47 Camden St.
(Mercury)

Phono-Vision Dist.
124 Dundas St.
(Kismet)

Premier Record Dist. Co.
1580 West Queen St.
(Savoy)

Quality Records, Ltd.
380 Birchmont Rd.
(MGM; Derby; Clipper; Gilt Edge; Essex; Palda; Quality; Four Star; Western Jubilee; Rama; Trend)

Gordon V. Thompson, Ltd.
902 Yonge St.
(Fantasy; Rondo; Tempo; Royale; Varsity; Gavotte)

H. G. Young Sales Co.
(Polymusic)

BRITISH COLUMBIA

VANCOUVER

Aragon Recordings
615 W. Hastings St.
(Good Time Jazz; Contemporary)

H. Berson Agencies
163 Hastings St.
(Pacific Jazz)

Dance Craft
1406 West Broadway
(Windsor)

Johnstons Appliance Ltd.
5239 Victoria Drive
(Coral; Brunswick)

Lush & Jones, Ltd.
716 Gambie St.
(Fantasy)

MacKenzie, Whitte & Dunsmuir
1100 Venable St.
(MGM; Mercury)

Musicast Dist.
1040 Richards St.
(Ambassador; Belda; Bullet; Gilt Edge; Vita)

Radio Sales Service Ltd.
971 Richards St.
(Capitol)

Texas, Ltd.
1132 A. Burrard St.
(Young Peoples; Westminister; Aragon; London)

WINNIPEG, MAN.

Modern Products Co.
1373 Portage Ave.
(Westminister; Allied; Aragon; Windsor; Young Peoples)

Monarch Record Distr.
4th Flr. Galt Bldg.
(Mercury; MGM; Quality)

Sparkling Sales, Ltd.
120 King St.
(Capitol)

COLOMBIA

BOGOTA

Philips Colombiana S. A.
Bogota Travsversal 17
(London)

CUBA

HAVANA

Gonzalez Novo y Cia.
Galiano 209
(MGM)

CURACAO

WILLEMSTEAD

Mensing & Co., Inc.
P. O. Box 125
(MGM)

ENGLAND

LONDON

Hilton Nixon, Ltd.
(Wallis)

NEWCASTLE UPON TYNE

Manor Record Co.
Broad Cbare
(Clipper)

FRANCE

PARIS

Jazz Disques
54 Rue D' Haute Ville
(Apollo)

Riviera Records
(Tico; Pacific Jazz)

GUAM

AGANA

Trade Winds Music
P. O. Box 402
(Gilt Edge; MGM; Wallis)

HAWAII

HONOLULU

Hawaiian Elec. Supply Co., Ltd.
930 Clayton St.
(Decca)

Honolulu Paper Co., Ltd.
1105 Kapiolani Blvd.
(Columbia)

House of Music
2166 Kalakau Ave.
(Young Peoples)

Microphone Music Co.
222 N. Beretania St.
(Atlantic; Rama; Tico)

Musical Distributors
156 Mokouea St.
(London; Coral; Brunswick; Mercury)

Neylen Bros. & Co., Ltd.
P. O. Box 2958
(Capitol)

John Skewis
2618 Oahu Ave.
(Tempo)

Thayer Piano
Box 562
(Windsor)

Norman Wright
c/o Henry M. Snyder & Co.
381 Young Building
(Bell)

Radio-TV Corp.
777 Ala Moana
P. O. Box 3920
(RCA Victor)

WAHIAWA, OAHU

Wahiawa Electronic Service
524 California Ave.
P. O. Box 288
(Wallis Original; Monarch)

JAPAN

TOKYO

Tsurami Trading Co. Ltd.
538 Tabata-Cho Kita-ku
(Pacific Jazz)

MEXICO

Compania Americana De Discos S. de R.
Plaza De Santo Tomas 17
Desn. 306. Mexico, D. F.
(MGM; Contemporary; Tico; Trend)

NETHERLANDS W.I.

AUBA

E. De Veer's Chain Theaters
P. O. Box #3
(MGM)

PHILIPPINE ISLANDS

MANILA

Lebran, Inc.
(Latin-American)

American Hardware
c/o Marsman & Co., Inc.
P. O. Box 297
(MGM)

PUERTO RICO

SAN JUAN

Casa Fragoso
258 San Francisco St.
(Tico)

Radio & Refrigeration, Inc.
Box 4568
(MGM)

SOUTH AFRICA

JOHANNESBURG

Jewish Book Centre
(Banner)

SWITZERLAND

ZURICH

Martin Burger
Hofwiesenstr 66
(Joco)

VENEZUELA

CARACAS

LaCasa Tico
(Tico; Rama; Gee)

Philips Venezolana
Apartado 1167
(London)

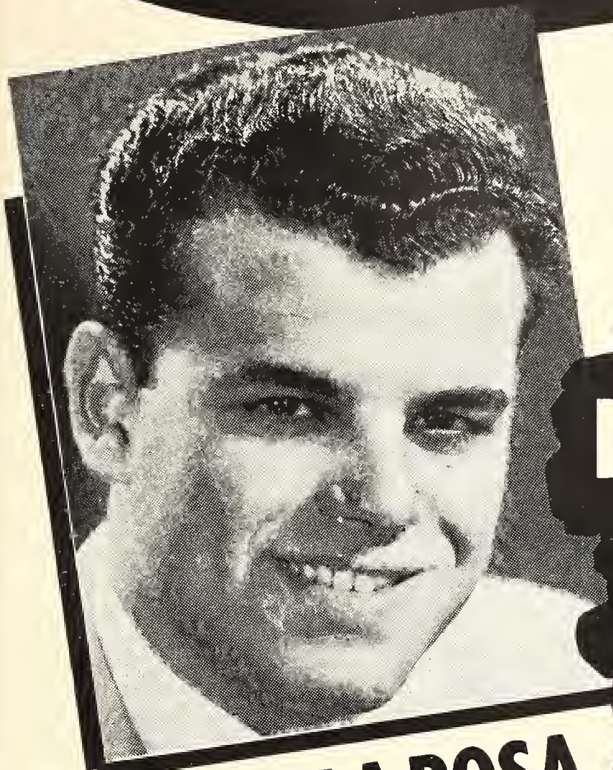
Venezuelan Industries
Apartado Postal 2070
(Wallis)

ALL OUR THANKS

to

JUKE BOX OPS
DISC JOCKEYS
DEALERS
and
CASH BOX
on its
12th
ANNIVERSARY

FOR HELPING MAKE THESE TUNES OUTSTANDING HITS



JULIUS LA ROSA
the voice all america loves
"THREE COINS IN THE FOUNTAIN"
B/W "ME GOTTA HAVE YOU"
Cadence #1240

ARCHIE BLEYER
"HERNANDO'S HIDEAWAY"
(from PAJAMA GAME)
featuring MARIA ALBA, Castanet Soloist
B/W "SIL VOUS PLAIT"
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ALFRED DRAKE
(Star of KISMET)
"THE HAPPY WANDERER"
B/W "DESTINY'S DARLING"
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the CHORDETTES
OF ROBERT Q. LEWIS & ARTHUR GODFREY FAME
"TRUE LOVE"
B/W "IT'S YOU, IT'S YOU I LOVE"
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an Archie Bleyer Production
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THE STAR OF TOMORROW—

Tommy Leonetti

Headlining Chicago Theatre
July 9 — for 4 weeks
sings
"NOW" and "I CRIED"
Capitol 2861

Capitol
REG. U.S. PAT. OFF.
RECORDS

THE CASH BOX
The Nation's TOP 50
COMPILED BY JACK "ONE SPOT" TUNIS

Comprising
100
Selections

AB—Abbott
AL—Aladdin
AM—Ambassador
AP—Apollo
AT—Atlantic
BA—Barbour
BE—Bell
BR—Brunswick
BT—Bethlehem
BU—Bullet
CA—Capitol
CD—Cadence
CH—Chess
CK—Checker
CL—Cardinal
CO—Columbia
CR—Coral
CT—Cat
CW—Crown
CY—Crystalette
DA—Dana
DE—Decca
DO—Dot
DU—Duke
DY—Derby
EP—Epic
ES—Essex
FE—Federal
FI—Fiesta
4 Star—Four Star
IM—Imperial
IN—Intro
JD—Jay Dee
JU—Jubilee
KI—King
LO—London
MA—Mars
MD—Mood
ME—Mercury
MG—MGM
MO—Modern
PA—Parrot
PC—Peacock Pro.
PE—Peacock
PR—Prestige
RA—Rainbow
RE—Regent
RIH—Recorded In Hollywood
RM—Rama
SA—Savoy
SIT—Sittin' In
SP—Specialty
SW—Swingtime
TE—Tempo
TF—Tiffany
TI—Tico
TN—Tennessee
TR—Trend
UN—United
VA—Valley
VI—RCA Victor
"X"—Label "X"
ZO—Zodiac

July 3 June 26

1—Little Things Mean A Lot

129.6 111.1

BE-1046 (45-1046)—HELEN FORREST
If You Love Me
CR-61180 (9-61180)—DICK JACOBS O.
Hitch-Hike To The Stars
★DE-29037 (9-29037)—KITTY KALLEN
I Don't Think You Love Me Anymore
KI-1368 (45-1368)—DOMINOES
I Really Don't Want To Know

2—Three Coins In The Fountain

124.2 115.7

BE-1044 (45-1044)—TOMMY & JIMMY DORSEY
Little Girl
★CA-2816 (F-2816)—FRANK SINATRA
Rain
CD-1240 (45-1240)—JULIUS LA ROSA
Me Gotta Have You
CO-40225 (4-40225)—TONI ARDEN
Rolling Sea
★DE-29123 (9-29123)—FOUR ACES
Wedding Bells
DE-29186 (9-29186)—ETHEL SMITH
Hernando's Hideaway
MG-11724 (K-11724)—MARTI STEVENS
Why Didn't You Tell Me
VI-20-5755 (47-5755)—DINAH SHORE
Pakistan

3—Hernando's Hideaway

113.5 95.9

BE-1047 (45-1047)—"SAM"
Don't Worry 'Bout Me
CA-2840 (F-2840)—BILLY MAY
Anything Can Happen Mambo
DE-29173 (9-29173)—GUY LOMBARDO O.
Vas Villst Du Haben?
DE-29186 (9-29186)—ETHEL SMITH
Three Coins In The Fountain
★CD-1241 (45-1241)—ARCHIE BLEYER
S'il Vous Plait
CO-40224 (4-40224)—JOHNNIE RAY
Hey There
EP-9049 (4-9049)—DOLORES HAWKINS
Hey There
ME-70387 (70387x45) RICHARD HAYMAN O.
The Cuddle
VI-20-5759 (47-5759)—TITO RODRIQUEZ O.
A Little Bit Of Mambo

4—The Happy Wanderer

88.0 95.1

BE-1045 (45-1045)—BOB CROSBY
Steam Heat
CA-2788 (F-2788)—TOMMY LEONETTI
I Went Out Of My Way
CD-1238 (45-1238)—ALFRED DRAKE
Destiny's Darling
DE-29128 (9-29128)—LOUIS PRIMA
Until Sunrise
DE-29193 (9-29193)—OBENKIRCHEN CHOIR
Evensong
★LO-1448 (45-1448)—FRANK WEIR O.
From Your Lips
VI-20-5715 (47-5715)—HENRI RENE O.
My Impossible Love

July 3 June 26

5—If You Love Me

62.0 52.7

BE-1046 (45-1046)—HELEN FORREST
Little Things Mean A Lot
★CA-2769 (F-2769)—KAY STARR
The Man Upstairs
CO-40149 (4-40149)—MARION MARLOWE
You're Not Living In Vain
DE-29144 (9-29144)—BING CROSBY
Liebchen
★LO-1412 (45-1412)—VERA LYNN
C'est La Vie
MG-11667 (K-11667)—SHIRLEY HARMER
Won'tcha Love Me
VI-20-5580 (47-5580)—JAN PEERCE
Old Wedding Ring

6—Wanted

50.9 80.2

BE-1041 (45-1041)—DORSEY BROS.
I Speak To The Stars
★VI-20-5647 (47-5647)—PERRY COMO
Look Out The Window

7—I Understand Just How You Feel

28.6 17.9

★JU-5132 (45-5132)—FOUR TUNES
Sugar Lump
★VI-20-5740 (47-5740)—JUNE VALLI
Love, Tears And Kisses

8—I Get So Lonely

27.2 33.2

BE-1031 (45-1031)—ANNE LLOYD
Cross Over The Bridge
★CA-2654 (F-2654)—THE FOUR KNIGHTS
I Couldn't Stay Away From You
CO-40221 (4-40221)—KEN GRIFFIN
The Little Old Mill
DE-29054 (9-29054)—CROSBY & LOMBARDO
Young At Heart
VI-20-5681 (47-5681)—JOHNNIE AND JACK
You're Just What The Doctor Ordered

9—The Little Shoemaker

26.8 13.1

LO-1482 (45-1482)—FRANK WEIR
The Never Never Land
★ME-70403 (70403x45)—GAYLORDS
Mecque, Mecque
★VI-20-5769 (47-5769)—HUGO WINTERHALTER
The Magic Tango

10—Isle Of Capri

24.5 13.4

CA-2817 (F-2817)—DUKE ELLINGTON
Band Call
★CR-61149 (9-61149)—JACKIE LEE O.
By The Light Of The Silvery Moon
DE-29146 (9-29146)—SLEWFOOT FIVE
Twelfth Street Rag
★ME-70350 (70350x45)—THE GAYLORDS
Love I You
VI-20-5750 (47-5750)—JOHN GORDY
Bye Bye Blues

July 3 June 26

11—Here

21.0 14.1

BE-1039 (45-1039)—THE FOUR BELLS
Dream, Dream, Dream
★VI-20-5665 (47-5665)—TONY MARTIN
Philosophy

12—Young At Heart

20.5 39.3

BE-1030 (45-1030)—CHARLIE DE FORREST
Secret Love
★CA-2703 (F-2703)—FRANK SINATRA
Take A Chance
CA-2802 (F-2802)—BILLY MAY O.
Lemon Twist
DE-29054 (9-29054)—CROSBY & LOMBARDO
I Get So Lonely
EP-9035 (4-9035)—TONY DE SIMONE
Make Love To Me
VI-20-5735 (47-5735)—TONY MARTINEZ
Secret Love

13—The Man Upstairs

19.2 14.1

BE-1042 (45-1042)—TONY RUSSO
My Restless Lover
★CA-2769 (F-2769)—KAY STARR
If You Love Me

14—The Man With The Banjo

17.8 12.6

CO-40245 (4-40245)—KIDDY KATS
Mister Boogie Woogie
CR-61174 (9-61174)—LAWRENCE WELK
Until Sunrise
DE-29126 (9-29126)—DICK TODD
I Was Meant For You
★VI-20-5644 (47-5644)—AMES BROS.
Man, Man Is For The Woman Made

15—Some Day

15.6 9.5

★CO-40235 (4-40235)—FRANKIE LAINE
There Must Be A Reason

16—Green Years

14.7 14.5

★VI-20-5748 (47-5748)—EDDIE FISHER
My Friend

17—Goodnight Sweetheart, Goodnight

14.3 13.0

CA-2800 (F-2800)—ELLA MAE MORSE
Happy Habit
★CR-61187 (9-61187)—McGUIRE SISTERS
Heavenly Feeling
JU-5142 (45-5142)—GLORIA MANN & CARTER RAYS
Love-Me-Boy
★VI-20-5746 (47-5746)—SUNNY GALE
Call Off The Wedding
VI-20-5775 (47-5775)—JOHNNIE & JACK
Honey, I Need You

Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

Comprising
100
Selections

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunis. Each listing includes the name of the song, record number, artists, and tune on the reverse side.

• The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.

★ Indicates best selling record.

July 3 June 26

18—My Friend
12.5 12.7

DE-29192 (9-29192)—FRED WARING
He Was there
DE-29159 (9-29195)—RED FOLEY
Lady From Guadalupe
★VI-20-5748 (47-5748)—EDDIE FISHER
Green Years

19—Hit And Run Affair
11.6 10.3

★VI-20-5749 (47-5749)—PERRY COMO
There Never Was A Night So Beautiful

20—Crazy 'Bout You Baby
11.1 11.1

★ME-70341 (70341x45)—CREW-CUTS
Angela Mia

21—Thank You For Calling
10.7 15.3

★CO-40250 (4-40250)—JO STAFFORD
Where Are You?

22—Steam Heat
9.8 12.2

BE-1045 (45-1045)—BOB CROSBY
Happy Wanderer
CO-40241 (4-40241)—MARINERS
When I Need You Most
★ME-70380 (70380x45)—PATTI PAGE
Lonely Days

23—In A Garden Of Roses
9.3 5.3

★MG-11753 (K-11753)—JONI JAMES
Every Day

24—Point Of Order
8.9 9.9

★CA-2838 (F-2838)—STAN FREBERG
Person To Pearson

25—Answer Me, My Love
8.4 16.8

BE-1035 (45-1035)—HELEN FORREST
Darktown Strutters Ball
★CA-2687 (F-2687)—NAT "KING" COLE
Why

26—Sh-Boom
8.3 —

★CT-104 (45-104)—THE CHORDS
Little Maiden
★ME-70404 (70404x45)—CREW-CUTS
I Spoke Too Soon

27—Please Driver
8.0 3.8

★CO-40213 (4-40213)—TONY BENNETT
Until Yesterday

July 3 June 26

28—Auctioneer
7.5 —

★CA-2839 (F-2839)—LES PAUL & MARY FORD
I'm A Fool To Care

29—Sway
7.1 7.7

★CA-2818 (F-2818)—DEAN MARTIN
Money Burns A Hole In My Pocket
CR-61185 (9-61185)—EILEEN BARTON
When Mama Calls
DY-846 (45-846)—BOB CARROLL
As Long As I Have You
VI-20-5772 (47-5772)—NORO MORALES
Swinging With Noro

30—Hey There
6.7 —

★CO-40266 (4-40266)—ROSEMARY CLOONEY
This Ole House
CO-40224 (4-40224)—JOHNNIE RAY
Hernando's Hideaway
EP-9049 (4-9049)—DOLORES HAWKINS
Hernando's Hideaway

31—Leave It To Your Heart
6.6 —

★VI-20-5764 (47-5764)—AMES BROTHERS
Let's Walk And Talk

32—Sweetheart
6.2 6.9

★DO-15201 (45-15201)—HILLTOPPERS
The Ole Cabaret

33—Skinnie Minnie
6.1 7.2

★CR-61197 (9-61197)—TERESA BREWER
I Had Someone Else Before I Had You

34—Poor Butterfly
5.8 —

CR-61172 (9-61172)—JOHNNY LONG
Only Forever
DE-28689 (9-28689)—GRADY MARTIN
Bandera
★DO-15156 (45-15156)—HILLTOPPERS
Wrapped Up In A Dream

35—A Girl, A Girl
5.7 7.6

★VI-20-5675 (47-5675)—EDDIE FISHER
Anema E Care

36—Rock Around The Clock
5.3 —

★DE-29124 (9-29124)—BILL HALEY & COMETS
Thirteen Women

37—Joey
4.9 6.4

CA-2853 (F-2853)—MARGARET WHITING
Ask Me

July 3 June 26

DE-29184 (9-29184)—JERI SOUTHERN
The Man That Got Away
★MG-11716 (K-11716)—BETTY MADIGAN
And So I Walked Home

38—Make Her Mine
4.8 7.3

★CA-2803 (F-2803)—NAT "KING" COLE
I Envy

39—In The Chapel In The Moonlight
4.4 —

CA-2846 (F-2846)—NELSON RIDDLE
Shadow Waltz
CO-40271 (4-40271)—MARINERS
Oh, Mo'nah
★DE-29130 (9-29130)—KITTY KALLEN
Take Everything But You
DE-29168 (9-29168)—REX ALLEN
Chapel Of Memories

40—Someone Else's Roses
4.3 6.8

★CO-40234 (4-40234)—DORIS DAY
Kay-Muleta
LO-1401 (45-1401)—JOAN REGAN
The Love I Have For You
VI-20-5763 (47-5763)—DOLORES MARTEL
Sentimental Polka

41—Wedding Bells
4.0 11.8

42—I'm In The Mood For Love
3.9 —

43—Gilly Gilly Ossenfeffer
3.5 6.1

44—Cornbelt Symphony
3.4 —

45—I'm A Fool To Care
3.1 —

46—Magic Tango
2.6 —

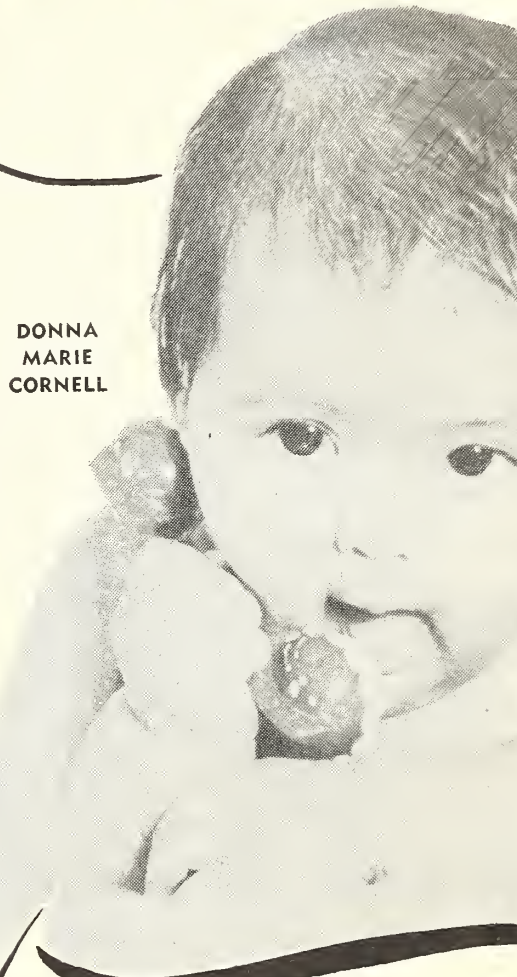
47—Cross Over The Bridge
2.2 10.7

48—Every Day
2.1 —

49—There Never Was A Night So Beautiful
1.3 5.7

50—Cuddle Me
0.8 4.8

"I'm Calling for My Daddy
DON CORNELL



DONNA
MARIE
CORNELL

To Say
THANK YOU"

Dad is now on Summer Tour
with THE GAYLORDS and
JERRY FIELDING'S ORCHESTRA

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WILLIAM MORRIS AGENCY

JUST RELEASED
A "Majar" Hit—
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MAJAR RECORDS

DENISE
LOR
singing
"IF I GIVE MY HEART TO YOU"
b/w
"HELLO DARLING"
MAJAR RECORD # 27

Watch for next MAJAR Release featuring TONY ALAMO

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Sales Manager: GEORGE HANSEL

THE CASH BOX

Top Selling Records

Reported by the Foremost

RETAIL OUTLETS

From Coast to Coast

Gaiety Music Shop
New York, N. Y.
1. Hernando's Hideaway (Bleyer)
2. Little Things Mean A Lot (Kitty Kallen)
3. Three Coins In The Fountain (Four Aces)
4. The Happy Wanderer (Weir)
5. Make Love To Me (Stafford)
6. Answer Me, My Love (Nat "King" Cole)
7. Young At Heart (F. Sinatra)
8. A Girl, A Girl (Eddie Fisher)
9. Green Years (Eddie Fisher)
10. The Little Shoemaker (Gaylords)

Andre's Record Shop
Lansing, Mich.
1. Little Things Mean A Lot (Kitty Kallen)
2. The Happy Wanderer (Weir)
3. Hernando's Hideaway (Bleyer)
4. Three Coins In The Fountain (Four Aces)
5. Crazy 'Bout You, Baby (Crew-Cuts)
6. Goodnight Sweetheart, Goodnight (Sunny Gale)
7. Wanted (Perry Como)
8. The Man Upstairs (Kay Starr)
9. Wedding Bells (Four Aces)
10. Isle Of Capri (Gaylords)

Variety Record Shop
Louisville, Ky.
1. The Little Shoemaker (Hugo Winterhalter)
2. Three Coins In The Fountain (Four Aces)
3. Rock Around Clock (B. Haley)
4. This Old House (R. Clooney)
5. I'm A Fool To Care (Paul & Ford)
6. Sh-Boom (Crew-Cuts)
7. I Understand Just How You Feel (June Valli)
8. Little Things Mean A Lot (Kitty Kallen)
9. Wait For Me, Darling (B. Ives)
10. Song Of The Sewer (Carney)

Royles TV
Salt Lake City, Utah
1. Little Things Mean A Lot (Kitty Kallen)
2. 3 Coins In Fountain (4 Aces)
3. If You Love Me (Kay Starr)
4. Hernando's Hideaway (Bleyer)
5. The Happy Wanderer (Weir)
6. Wanted (Perry Como)
7. I Understand Just How You Feel (Four Tunes)
8. I Really Don't Want To Know (Paul & Ford)
9. The Little Shoemaker (Hugo Winterhalter)
10. Crazy 'Bout You, Baby (Crew-Cuts)

Ben Brown Music
Lynn, Mass.
1. Sh-Boom (The Chords)
2. Hernando's Hideaway (Bleyer)
3. The Happy Wanderer (Weir)
4. Green Years (Eddie Fisher)
5. They Were Doing The Mambo (Vaughn Monroe)
6. I Complained (Steward Rose)
7. Some Day (Frankie Laine)
8. I'm A Fool To Care (Paul & Ford)
9. Three Coins In The Fountain (Four Aces)
10. Little Things Mean A Lot (Kitty Kallen)

Ginsberg Music Co.
Roswell, N. M.
1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Hernando's Hideaway (Bleyer)
4. The Happy Wanderer (Weir)
5. Sh-Boom (The Chords)
6. I Understand Just How You Feel (Four Tunes)
7. If You Love Me (Kay Starr)
8. Cross Over The Bridge (Page)
9. Here (Tony Martin)
10. River Of No Return (Tennessee Ernie)

F & R Lazarus Co.
Columbus, Ohio
1. Little Things Mean A Lot (Kitty Kallen)
2. Hernando's Hideaway (Bleyer)
3. Three Coins In The Fountain (Four Aces)
4. The Happy Wanderer (Weir)
5. Answer Me, My Love (Cole)
6. I Understand Just How You Feel (Four Tunes)
7. Isle Of Capri (Jackie Lee)
8. If You Love Me (Kay Starr)
9. Wanted (Perry Como)
10. Poor Butterfly (Hilltoppers)

Hudson Ross
Chicago, Ill.
1. Hernando's Hideaway (Bleyer)
2. Little Things Mean A Lot (Kitty Kallen)
3. Three Coins In The Fountain (Four Aces)
4. Crazy 'Bout You, Baby (Crew-Cuts)
5. The Happy Wanderer (Weir)
6. Point Of Order (S. Freberg)
7. The Little Shoemaker (Gaylords)
8. My Friend (Eddie Fisher)
9. If You Love Me (Kay Starr)
10. Some Day (Frankie Laine)

Denver Dry Goods Co.
Denver, Colo.
1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. The Happy Wanderer (Weir)
4. Hernando's Hideaway (Bleyer)
5. Wanted (Perry Como)
6. Answer Me, My Love (Nat "King" Cole)
7. If You Love Me (Kay Starr)
8. I Understand Just How You Feel (June Valli)
9. Here (Tony Martin)
10. I Get So Lonely (4 Knights)

Bill's "T" Record Shop
Tulsa, Okla.
1. Little Things Mean A Lot (Kitty Kallen)
2. Hernando's Hideaway (Guy Lombardo)
3. Three Coins In The Fountain (Four Aces)
4. The Man Upstairs (Kay Starr)
5. Wanted (Perry Como)
6. Here (Tony Martin)
7. Crazy 'Bout You, Baby (Crew-Cuts)
8. I Understand Just How You Feel (Four Tunes)
9. I Really Don't Want To Know (Paul & Ford)
10. Cuddle Me (Gaylords)

Lyric News & Record Shop
Indianapolis, Ind.
1. Little Things Mean A Lot (Kitty Kallen)
2. 3 Coins In Fountain (4 Aces)
3. The Happy Wanderer (Weir)
4. Wanted (Perry Como)
5. If You Love Me (Kay Starr)
6. Hernando's Hideaway (Bleyer)
7. Here (Tony Martin)
8. I Get So Lonely (4 Knights)
9. Goodnight Sweetheart, Goodnight (Sunny Gale)
10. I Understand Just How You Feel (June Valli)

The Groove Record Shop
Norfolk, Va.
1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Hernando's Hideaway (Bleyer)
4. Thank You For Calling (Jo Stafford)
5. In A Garden Of Roses (Joni James)
6. The Happy Wanderer (Weir)
7. If You Love Me (Kay Starr)
8. My Friend (Eddie Fisher)
9. Hit And Run Affair (P. Como)
10. Jilted (Teresa Brewer)

Spruce Record Shop
Scranton, Pa.
1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Hernando's Hideaway (Bleyer)
4. The Happy Wanderer (Weir)
5. Green Years (Eddie Fisher)
6. Hit And Run (Perry Como)
7. Steam Heat (Patti Page)
8. Some Day (Frankie Laine)
9. I'm A Fool To Care (Paul & Ford)
10. The Little Shoemaker (Weir)

Gift Mart Music Center
Jamaica, L. I., N. Y.
1. Hernando's Hideaway (Bleyer)
2. The Happy Wanderer (Weir)
3. Three Coins In The Fountain (Four Aces)
4. Little Things Mean A Lot (Kitty Kallen)
5. I Understand Just How You Feel (Four Tunes)
6. My Friend (Eddie Fisher)
7. Green Years (Eddie Fisher)
8. It Happens To Be Me (Cole)
9. Swan (Dean Martin)
10. If You Love Me (Kay Starr)

Wallichs Music City
Hollywood, Calif.
1. Point Of Order (S. Freberg)
2. Sh-Boom (The Chords)
3. Little Things Mean A Lot (Kitty Kallen)
4. If You Love Me (Kay Starr)
5. Hernando's Hideaway (Bleyer)
6. The Man With The Banjo (Ames Bros.)
7. Three Coins In the Fountain (Four Aces)
8. Wanted (Perry Como)
9. Answer Me, My Love (Nat "King" Cole)
10. Dark Angel (Georgie Auld)

Super Enterprise
Washington, D. C.
1. Hernando's Hideaway (Bleyer)
2. Little Things Mean A Lot (Kitty Kallen)
3. Crazy 'Bout You, Baby (Crew-Cuts)
4. Three Coins In The Fountain (Four Aces)
5. The Happy Wanderer (Weir)
6. Point Of Order (S. Freberg)
7. Joey (Betty Madigan)
8. Three Coins In The Fountain (Frank Sinatra)
9. Isle Of Capri (Jackie Lee)
10. Green Years (Eddie Fisher)

Martha Jane's Melody Lane
New Orleans, La.
1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Wanted (Perry Como)
4. Here (Tony Martin)
5. Hernando's Hideaway (Bleyer)
6. I Understand Just How You Feel (Four Tunes)
7. The Happy Wanderer (Weir)
8. Answer Me, My Love (Cole)
9. If You Love Me (Kay Starr)
10. Cross Over The Bridge (Page)

High Point Record Shop
Philadelphia, Pa.
1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Sh-Boom (The Chords)
4. Hernando's Hideaway (Bleyer)
5. Crazy 'Bout You, Baby (Crew-Cuts)
6. If You Love Me (Kay Starr)
7. When I Needed You Most (Mariners)
8. Young At Heart (F. Sinatra)
9. The Happy Wanderer (Weir)
10. Wanted (Perry Como)

The Record Shop
Hartford, Conn.
1. Little Things Mean A Lot (Kitty Kallen)
2. Hernando's Hideaway (Bleyer)
3. Three Coins In The Fountain (Four Aces)
4. The Man Upstairs (Kay Starr)
5. Answer Me, My Love (Cole)
6. Young At Heart (F. Sinatra)
7. Isle Of Capri (Gaylords)
8. I Understand Just How You Feel (Four Tunes)
9. The Little Shoemaker (Hugo Winterhalter)
10. Steam Heat (Patti Page)

Parker House of Music
Fayetteville, N. C.
1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. If I Loved You (R. Hamilton)
4. Wanted (Perry Como)
5. Every Day (Joni James)
6. I Understand Just How You Feel (June Valli)
7. Hernando's Hideaway (Bleyer)
8. Please Driver (Tony Bennett)
9. Young At Heart (F. Sinatra)
10. Cross Over The Bridge (Page)

Van Curler Music
Albany, N. Y.
1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. The Happy Wanderer (Weir)
4. If You Love Me (Vera Lynn)
5. Hernando's Hideaway (Bleyer)
6. Point Of Order (S. Freberg)
7. Isle Of Capri (Jackie Lee)
8. I Understand Just How You Feel (June Valli)
9. Wanted (Perry Como)
10. Green Years (Eddie Fisher)

The Dot Story Is The Randy Wood Story

RANDY WOOD

The story of Dot Records is the story of one man—Randy Wood. It is the story of a man who took advantage of an opportunity and made it pay off beyond even his own greatest hopes.

In 1950, Randy was operating the country's largest mail order record shop from Gallatin, Tennessee. It was at that time that he agreed to record a group of local boys from East High School in nearby Nashville. The group called themselves The Tennessee Drifters and their first record "Boogie Beat Rag" sold several thousand nationally.

Next, Randy decided to record a former clerk in his record shop, Johnny Maddox. His first record, "Crazy Bone Rag" and "St. Louis Tickle," was a mild success in the South and in St. Louis and Chicago.

Then came the first big hit—The Griffin Brothers featuring Margie Day and their record of "Little Red Rooster" which sold more than 100,000 copies.

Dot's next record also sold more than 100,000. It was "Tra La La" and was recorded by Tommy Brown.

Just about this time, Johnny Maddox broke through with his first national hit, "San Antonio Rose." It was now that Randy Wood really decided to go into the record business wholeheartedly and it was with this thought that Al Bennett was added to the firm in the position of sales manager.

It was also at this time that Mac Wiseman emerged on the Dot label as its first strong hillbilly artist with "Tis Sweet To Be Remembered" followed by "I'll Still Write Your Name In The Sand."

And then early in 1951, it happened—The Hilltoppers.

A test record was made by Randy of a group of college students who called themselves The Hilltoppers. He had heard about this group at Western Kentucky State College in Bowling Green, Kentucky. They recorded a new tune written by Billy Vaughn, the pianist and member of the group. It was called "Trying" and it became one of the biggest hits of the year, selling over 750,000 copies. It hit 3rd place in popularity and was in the nation's Top Ten Tunes for twenty consecutive weeks.

The Hilltoppers had been singing together for only a few months before they were discovered. Three were college students at Western and the other was a former student.

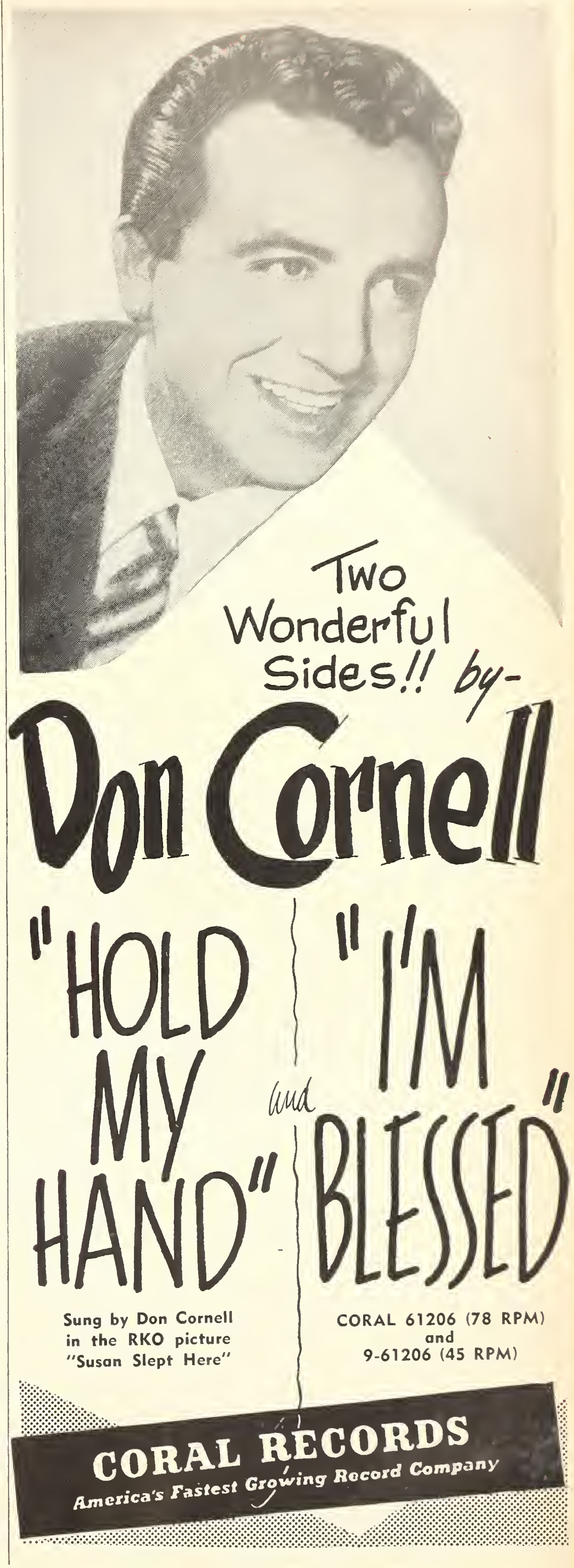
Soon after the record hit, Billy Vaughn became music director for Dot, a position which he still holds.

The Hilltoppers continued with smash hits and in 1953 were voted the top vocal group in America in the annual Cash Box Poll. In addition they won a gold record for having sold over a million copies of "P. S. I Love You." Other recordings of theirs which hit the Top Ten were "From The Vine Came The Grape," "Till Then," "Love Walked In," "To Be Alone," "Poor Butterfly" and now "Sweetheart."

Although Jimmy Sacca, the lead voice of the group, has been in the Army since March 1953, the boys have managed to get together for recordings and a few public appearances. They have been guest artists on the biggest TV shows in the country and have been in great demand for public appearances. As a matter of fact, they could be earning hundreds of thousands of dollars if they were able to accept engagements.

With the success of Dot Records, the company has become well-known all over the country and its roster has been increased to include many famous artists. Among these are Jan Garber, Al Lombardy and Elmo Tanner. From Nashville have come such artists as Dotty Dillard, Eddie Peabody, Marvin Hughes and Francis Craig.

Other new artists are Jimmy Newman, Rusty Bryant and the latest additions, the Fontane Sisters with their first release, "Happy Days And Lonely Nights" b/w "If I Didn't Have You" and Lorry Raine with "I'm Only Human" and "I'll Tell The World I Love You."



Two Wonderful Sides!! by-

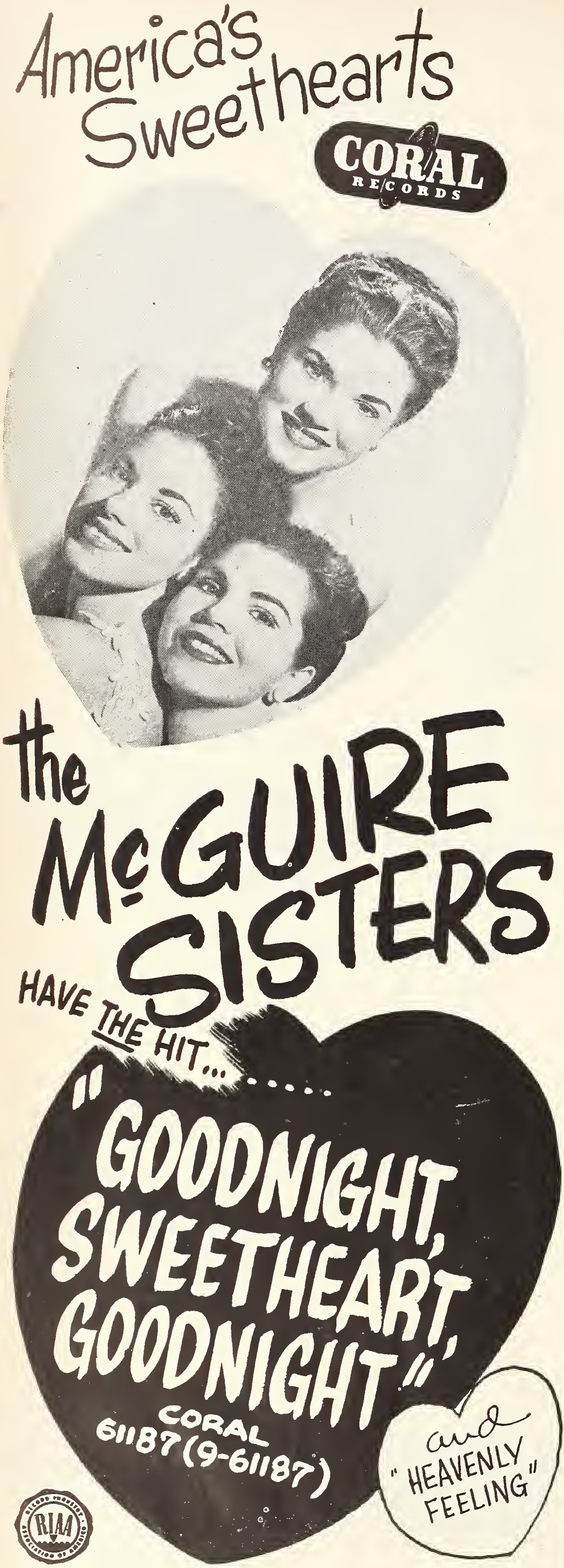
Don Cornell

"HOLD MY HAND" and "I'M BLESSED"

Sung by Don Cornell
in the RKO picture
"Susan Slept Here"

CORAL 61206 (78 RPM)
and
9-61206 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company



America's Sweethearts
CORAL RECORDS
the McGUIRE SISTERS
HAVE THE HIT......
"GOODNIGHT, SWEETHEART, GOODNIGHT"
CORAL 61187 (9-61187)
and "HEAVENLY FEELING"
RIAA

Jimmie Komack Signed By Coral Records

NEW YORK—Jimmie Komack has been signed to a recording contract by Coral Records, it was announced last week by Bob Thiele, A&R head of the diskery.

Komack is the high flying singer-comedian who has been winning sensational rave notices for his work at the Bon Soir in New York.

The initial four sides have already been cut and the first disk will be released early in July.

Coral plans an all-out promotion on the young artist and will release records by him not only as a singer but also in the diskery's "Party Time" series which includes some of the top comedians in the country.

Komack will remain at the Bon Soir until late in July when he goes to Toronto to play the leads in "Anything Goes" and "Desert Song".

Several producers of Broadway musicals are currently bidding for his services for this Fall.

Lubinsky Names Cadena Head Of Jazz A&R

NEWARK, N. J. — Herman Lubinsky, prexy of Savoy Records, this week announced the appointment of Ozzie Cadena as A & R representative in charge of jazz. For the past few years, Cadena has been working part-time in an advisory capacity in the jazz department of Savoy and his appointment is due to the success of a number of his suggestions pertaining to the acquisition of some jazz masters by such artists as Tristano, Wallington, Wayne, Cohn, Roland, and a recording of Cal Tjader which led to two sessions under his supervision.

Cadena is well known around Newark for his organization of various jazz sessions in this city. He also served as president of the Newark Chapter of the New Jazz Society.

THE CASH BOX CANADIAN CAPERS

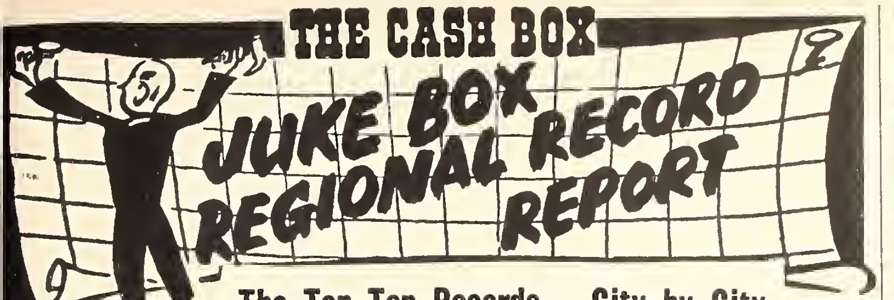
MONTREAL MEMOS:

THE LARKS

Featured this week at the El Morocco is **Guylaine Guy**, local singer. This is her first engagement since her return home after completing a run in the Broadway musical, "Can Can". . . . **Ray Anthony** and his orchestra into the Show Mart for a one-nighter on June the 25th. . . . **The Madcaps**, Decca Recording Artists who are currently featured at the Casa Loma, are completing sixteen weeks of engagements here in Canada. . . . Headlining the show at the Chaudiere Golf and Country Club this week is **Rudy Vallee**. . . . **The Larks**, Lloyds Record stars, are the featured attraction at the Gatineau Country Club this week. . . . **Red Roberts**, Decca Canadian Sales Manager off to Toronto on a business trip. . . . **Eddie Mehler** and his Rustic Ramblers starting their 5th week at the Monterey.

The Disk Jockey And The Singer

ST. LOUIS, MO.—Betty Garrett, whose Allied waxing of "Go" and "The Soft Shoe" was recently released, visits with Ed Bonner, KXOK disk jockey in St. Louis. The record has gotten off to a fast start with excellent reviews and plenty of spins.



The Top Ten Records — City by City

New York, N. Y.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces/Sinatra)
3. Hernando's Hideaway (Bleyer)
4. The Happy Wanderer (Weir)
5. If You Love Me (Kay Starr)
6. Wanted (Perry Como)
7. Crazy 'Bout You, Baby (Crew-Cuts)
8. I Understand Just How You Feel (Four Tunes)
9. Steam Heat (Patti Page)
10. Green Years (Eddie Fisher)

Philadelphia, Pa.

1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Hernando's Hideaway (Bleyer)
4. The Happy Wanderer (Weir)
5. I Understand Just How You Feel (Four Tunes)
6. Sh-Boom (The Chords)
7. If You Love Me (Kay Starr)
8. Wanted (Perry Como)
9. Wedding Bells (Four Aces)
10. Hit And Run Affair (P. Como)

St. Louis, Mo.

1. Hernando's Hideaway (Bleyer)
2. Little Things Mean A Lot (Kitty Kallen)
3. Three Coins In the Fountain (Four Aces/Sinatra)
4. The Happy Wanderer (Weir)
5. Crazy 'Bout You, Baby (Crew-Cuts)
6. Steam Heat (Patti Page)
7. Isle Of Capri (Gaylords)
8. Some Day (Frankie Laine)
9. If You Love Me (Kay Starr)
10. I Understand Just How You Feel (Four Tunes)

New Orleans, La.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces/Sinatra)
3. Hernando's Hideaway (Bleyer)
4. Thank You For Calling (Jo Stafford)
5. Wanted (Perry Como)
6. I Understand Just How You Feel (Four Tunes)
7. The Man Upstairs (Kay Starr)
8. Here (Tony Martin)
9. If You Love Me (Kay Starr)
10. The Happy Wanderer (Weir)

Detroit, Mich.

1. Hernando's Hideaway (Bleyer)
2. Little Things Mean A Lot (Kitty Kallen)
3. Three Coins In The Fountain (Four Aces/Sinatra)
4. The Happy Wanderer (Weir)
5. I Understand Just How You Feel (Four Tunes)
6. Goodnight Sweetheart, Goodnight (Gale/McGuire Sisters)
7. If You Love Me/The Man Upstairs (Kay Starr)
8. Crazy 'Bout You, Baby (Crew-Cuts)
9. Answer Me, My Love (Cole)
10. Wanted (Perry Como)

Atlanta, Ga.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In the Fountain (Four Aces)
3. Hernando's Hideaway (Bleyer)
4. If You Love Me (Kay Starr)
5. Wanted (Perry Como)
6. Here (Tony Martin)
7. I Understand Just How You Feel (Four Tunes)
8. Young At Heart (F. Sinatra)
9. The Happy Wanderer (Weir)
10. Thank You For Calling (Jo Stafford)

Miami, Fla.

1. Three Coins In The Fountain (Four Aces)
2. Little Things Mean A Lot (Kitty Kallen)
3. Wanted (Perry Como)
4. Hernando's Hideaway (Bleyer)
5. The Happy Wanderer (Weir)
6. Cross Over The Bridge (Page)
7. If You Love Me/The Man Upstairs (Kay Starr)
8. Young At Heart (F. Sinatra)
9. I Get So Lonely (4 Knights)
10. Isle Of Capri (Gaylords)

Chicago, Ill.

1. Little Things Mean A Lot (Kitty Kallen)
2. Hernando's Hideaway (Bleyer)
3. Three Coins In The Fountain (Four Aces)
4. The Happy Wanderer (Weir/Leonetti)
5. Crazy 'Bout You, Baby (Crew-Cuts)
6. Isle Of Capri (Lee/Gaylords)
7. I Understand Just How You Feel (Four Tunes/Valli)
8. Steam Heat (Patti Page)
9. If You Love Me (Kay Starr)
10. The Man Upstairs (Kay Starr)

Shoals, Ind.

1. Little Things Mean A Lot (Kitty Kallen)
2. Wanted (Perry Como)
3. Three Coins In The Fountain (Four Aces)
4. If You Love Me (Kay Starr)
5. Young At Heart (F. Sinatra)
6. Hernando's Hideaway (J. Ray)
7. Here (Tony Martin)
8. The Man With The Banjo (Ames Bros.)
9. I Understand Just How You Feel (Four Tunes)
10. The Man Upstairs (Kay Starr)

Minneapolis, Minn.

1. Little Things Mean A Lot (Kitty Kallen)
2. Hernando's Hideaway (Bleyer)
3. The Happy Wanderer (Weir)
4. Three Coins In The Fountain (Four Aces)
5. Isle Of Capri (Jackie Lee)
6. Here (Tony Martin)
7. Wanted (Perry Como)
8. The Man Upstairs (Kay Starr)
9. I Understand Just How You Feel (Four Tunes)
10. The Man With The Banjo (Ames Bros.)

Portland, Ore.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. Hernando's Hideaway (J. Ray)
4. The Happy Wanderer (Tommy Leonetti)
5. The Man Upstairs (Kay Starr)
6. I Understand Just How You Feel (Four Tunes)
7. Wanted (Perry Como)
8. Answer Me, My Love (Cole)
9. Here (Tony Martin)
10. I'd Cry Like A Baby (Dean Martin)

Opelousas, La.

1. Wanted (Perry Como)
2. Three Coins In The Fountain (Four Aces)
3. Answer Me, My Love (Cole)
4. The Man Upstairs (Kay Starr)
5. Cross Over The Bridge (Page)
6. Little Things Mean A Lot (Kitty Kallen)
7. Goodnight Sweetheart, Goodnight (Ella Mae Morse)
8. I Understand Just How You Feel (June Valli)
9. My Friend (Eddie Fisher)
10. If You Love Me (Kay Starr)

Sacramento, Calif.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces)
3. The Happy Wanderer (Weir)
4. Hernando's Hideaway (Bleyer)
5. If You Love Me (Kay Starr)
6. Wanted (Perry Como)
7. Young At Heart (F. Sinatra)
8. Answer Me, My Love (Cole)
9. The Man With The Banjo (Ames Bros.)
10. I Get So Lonely (4 Knights)

Boston, Mass.

1. Sh-Boom (The Chords)
2. Hernando's Hideaway (Bleyer)
3. Three Coins In The Fountain (Four Aces/Sinatra)
4. The Happy Wanderer (Weir)
5. Little Things Mean A Lot (Kitty Kallen)
6. Thank You For Calling (Jo Stafford)
7. If You Love Me (Kay Starr)
8. Green Years (Eddie Fisher)
9. Steam Heat (Patti Page)
10. Young At Heart (F. Sinatra)

Los Angeles, Calif.

1. Hernando's Hideaway (Bleyer)
2. Three Coins In The Fountain (Four Aces)
3. Little Things Mean A Lot (Kitty Kallen)
4. Sh-Boom (The Chords)
5. The Happy Wanderer (Weir/Rene/Leonetti)
6. Wanted (Perry Como)
7. Some Day (Frankie Laine)
8. Young At Heart (F. Sinatra)
9. Skinnie Minnie (T. Brewer)
10. Steam Heat (Patti Page)

Brodhead, Wisc.

1. Little Things Mean A Lot (Kitty Kallen)
2. The Happy Wanderer (Rene)
3. Three Coins In The Fountain (Four Aces)
4. Steam Heat (Patti Page)
5. Hernando's Hideaway (Bleyer)
6. Isle Of Capri (Gaylords)
7. I Understand Just How You Feel (Four Tunes)
8. My Friend (Eddie Fisher)
9. The Man Upstairs (Kay Starr)
10. There Never Was A Night So Beautiful (Perry Como)

Pittsburgh, Pa.

1. Three Coins In The Fountain (Four Aces)
2. Hernando's Hideaway (Bleyer)
3. Little Things Mean A Lot (Kitty Kallen)
4. The Happy Wanderer (Weir)
5. Steam Heat (Patti Page)
6. My Friend (Eddie Fisher)
7. Hit And Run Affair (P. Como)
8. If You Love Me (Kay Starr)
9. I Understand Just How You Feel (Four Tunes)
10. The Honeymoon's Over (Hutton & Ernie)

Washington, D. C.

1. Hernando's Hideaway (Bleyer)
2. Three Coins In The Fountain (Four Aces/Sinatra)
3. Little Things Mean A Lot (Kitty Kallen)
4. The Happy Wanderer (Weir)
5. If You Love Me (Kay Starr)
6. Wedding Bells (Four Aces)
7. My Friend/Green Years (Eddie Fisher)
8. Steam Heat (Patti Page)
9. Wanted (Perry Como)
10. Crazy 'Bout You, Baby (Crew-Cuts)

Cleveland, Ohio

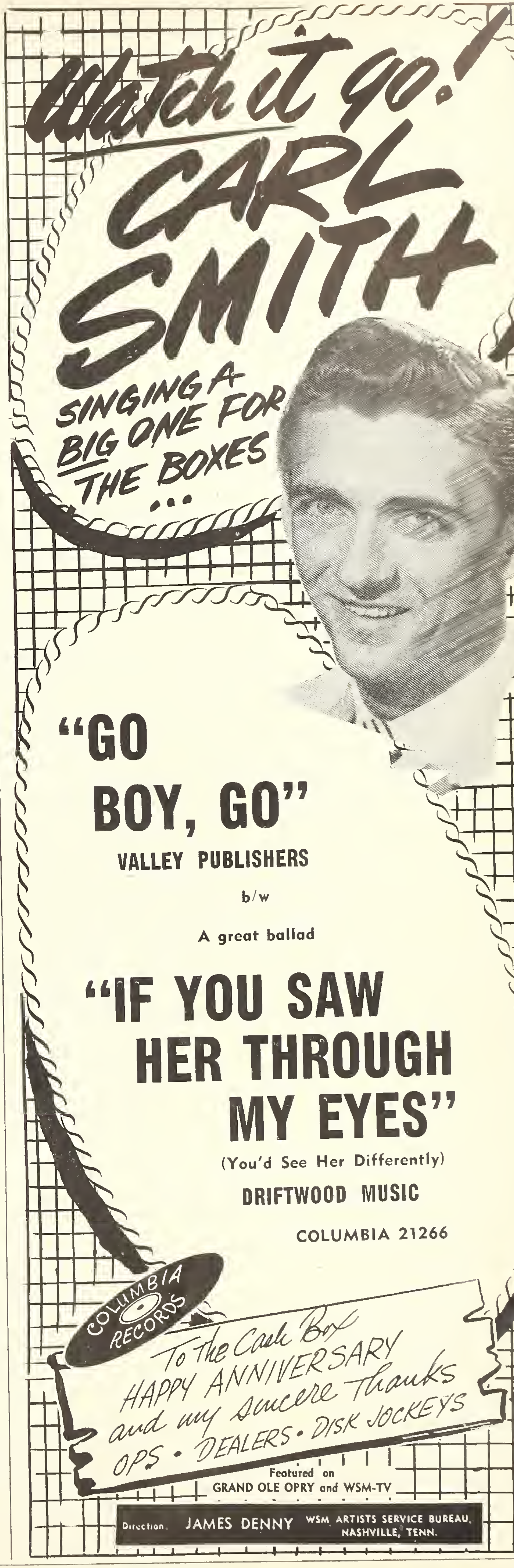
1. Hernando's Hideaway (Bleyer)
2. Three Coins In The Fountain (Four Aces)
3. Little Things Mean A Lot (Kitty Kallen)
4. Goodnight Sweetheart, Goodnight (McGuire Sisters)
5. The Happy Wanderer (Weir)
6. Isle Of Capri (Jackie Lee)
7. Steam Heat (Patti Page)
8. Sh-Boom (The Chords)
9. Some Day (Frankie Laine)
10. My Friend (Eddie Fisher)

Denver, Colo.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces/Sinatra)
3. The Happy Wanderer (Weir/Rene)
4. Wanted (Perry Como)
5. If You Love Me (Kay Starr)
6. Hernando's Hideaway (Bleyer)
7. Young At Heart (F. Sinatra)
8. I Get So Lonely (4 Knights)
9. Here (Tony Martin)
10. Answer Me, My Love (Cole)

Dallas, Tex.

1. Little Things Mean A Lot (Kitty Kallen)
2. Three Coins In The Fountain (Four Aces/Sinatra)
3. Hernando's Hideaway (Bleyer)
4. Wanted (Perry Como)
5. If You Love Me (Kay Starr)
6. Isle Of Capri (Jackie Lee)
7. Here (Tony Martin)
8. The Happy Wanderer (Weir)
9. Young At Heart (F. Sinatra)
10. I Understand Just How You Feel (Four Tunes/Valli)


Watch it go!
CARL SMITH
SINGING A BIG ONE FOR THE BOXES . . .

"GO BOY, GO"
VALLEY PUBLISHERS

b/w

A great ballad

"IF YOU SAW HER THROUGH MY EYES"
(You'd See Her Differently)
DRIFTWOOD MUSIC

COLUMBIA 21266

COLUMBIA RECORDS

To The Cash Box
HAPPY ANNIVERSARY
and my sincere thanks
OPS • DEALERS • DISK JOCKEYS

Featured on
GRAND OLE OPRY and WSM-TV

Direction JAMES DENNY WSM ARTISTS SERVICE BUREAU, NASHVILLE, TENN.

Congratulations
Cash Box
on Your
12th Anniversary

DJ's OF AMERICA

Thanks from the bottom of our hearts for playing our records. We appreciate to the fullest the fact that we received the 4th most spinned of all the instrumental groups. It is most gratifying to know at long last our new style of music has been accepted everywhere. Thanks again and again.

Sincerely,
Bill Haley and
All The Comets
Billy Williamson
Johnny Grande
Marshall Lytle
Dick Richards
Joey D'Ambrose

To our dearest friends at home and nationwide OPERATORS. You have been wonderful to us . . . we're strong for you.

To Mr. George A. Hamid and the entire personnel at Steel Pier. You were wonderful. Each and everyone of you played a vital part in our very fine stay in the world famed Music Hall. Thanks to each of you and especially to Mr. Hamid for an invite to return soon.

To Milt, Mike and Syd and all hands at Decca. From coast to coast and border to border a "well done" on our first Decca release, "Rock Around The Clock". We hope to merit your great Decca spirit.

Personal Director
J. H. Ferguson
801 Barclay St.
Chester, Pa.
Tel.: 23004

Bill Haley and The Comets, Decca recording stars on "Rockin' Round The Clock," "13 Women," plunging in with a new one July 12th.

Repertoire On Records Is The Largest In History

by GEORGE MAREK

In the Webster dictionary the word repertoire is defined as a "treasury." Today our repertoire offers a "treasury" of music more varied than any available in the 52-year history of the phonograph.

The expansion of this repertoire in the past few years has been stimulated by several factors. These include:

1. The advantages offered by the new LP and 45 rpm speeds in compact packaging, and "more music for less money."
2. The development of better sound reproduction and the opportunity it affords the music lover fully to appreciate the live "concert" quality of his new recordings. In short—High Fidelity.
3. The necessity for the constant introduction of fresh repertoire and original packaging ideas to keep abreast of new technical advances.

A glimpse into the RCA Victor catalogue of 10 years ago illustrates the difference in the classical repertoire of today and yesterday. The RCA Victor 1944 catalogue listed only six operatic works. In addition to the ever-popular "La Boheme," "Madame Butterfly" and "Tosca," these were "The Barber of Seville," "Carmen" and "Boris Godonnoff."

In the current catalogue 27 operas are available on the new speeds, some with two completely different versions. The number of operas available not only has more than quadrupled, it includes selections which cater to a wider variety of tastes than ever before. Such varied operatic fare as Giordano's "Andrea Chenier," Purcell's "Dido and Aeneas" and the Richard Strauss "Elektra" are among the new listings. There also are 20 "Highlights" from operas as opposed to the four "selections" in the old catalogue.

The recorded repertoire of today represents major advances in at least eight different areas since the advent of the new speeds. Among them are:

1. Many new operatic versions made in recent years to answer the demand for LP operatic repertoire in high fidelity sound. We have taped such favorites as "Il Trovatore," "Rigoletto," "Cavalleria Rusticana" and "Pagliacci" in New York with all-star Metropolitan Opera casts. We made "Faust" in Paris with Victoria de los Angeles last year. This summer we expect to record an album of "Manon Lescaut" with Licia Albanese and Jussi Bjorling in Rome. Operas on the new speeds have sold a total of $8,500,000 since 1949.
2. Engineering developments that have made it possible to re-issue the wealth of RCA Victor's catalogue dating back to the turn of the century. Such famous voices as Caruso, Farrar, Bori, Martinelli and dozens more of the great voices of the past once again can be heard by listeners who were unable to attend their performances. "The Treasury of Immortal Performances," has been one of the most popular series we have released in recent years.
3. Experimental new concepts now can be tried out with a greater margin of success. A novel approach such as "Arias Sung and Acted" is much more practical on LP and Extended Play 45 rpm than it would have been on a 78 rpm album. The new series features Deborah Kerr, Joseph Cotten, Judith Anderson Geraldine Brooks and Dennis King enacting new English translations of famous scenes in opera. The arias then are sung in their original version by Licia Albanese, Robert Merrill, Jan Peerce, Rise Stevens and Jussi Bjoerling. Listeners can play the LP as a complete unit. They also can listen to an Extended Play 45 rpm version of Judith Anderson enacting the "Death Scene" from "Carmen," and hear it sung by Rise Stevens, as a complete unit. Several records would have been needed for just the "Death Scene" alone on 78 rpm.
4. The new speeds have made possible complete coverage of a single facet of a composer's repertoire. Heifetz, for example, now can play every one of the Beethoven Violin or Bach Unaccompanied Sonatas, Rubinstein all the Chopin Mazurkas or Brailowsky the Chopin Preludes in one album. It also is possible for Toscanini to conduct all the Beethoven or Brahms Symphonies in one album, each consisting of several LP's. This would have been impractical in the days when the size and weight of one symphony let alone nine presented storaging and packaging problems. It also is doubtful that there would have been as large a market as there is today for such comprehensive musical studies.
5. The repertoire on new speed records is much more varied and progressive than before. The public has shown by its willingness to accept such recordings as Leopold Stokowski's "Symphony on the Poems of William Blake" by Ben Weber or the Charles Munch interpretation with the Boston Symphony of Roussel's "Bachus et Ariane" that there are new opportunities for introducing unusual repertoire.
6. The recording of large-scale works now is much more practical. Major releases such as Berlioz's "Damnation of Faust" which will be released this Fall would not have been encouraged prior to the advent of the new speeds. Their length and the expense of recording these works with a huge personnel of orchestra and singers balanced against the possibility of limited sales, once would have eliminated them as potentials.
7. Chamber music has moved into a new era of expansion on the new speed discs. The essentially quiet and intimate mood of a small group of instrumentalists playing on records often was shattered in old days by the frequent sound of the next disc being dropped from the record changer. A recording by Gregor Piatigorsky of the Paganin String Quartet of Bach, Haydn or Mozart now can approximate the setting intended by these early composers.
8. Recorded jazz, original cast albums and mood music also have had singularly strong resurgence on the LP and EP lines. A jam session or jazz concert virtually can be duplicated in its entirety on the new speeds. This has enabled us to dip into the treasures of jazz which have been slumbering in our vaults for years. Original cast show al bums are another area to which the new speeds have brough fresh popularity. The entire firs act of "The Golden Apple," for example, was captured intact on one side of the new album, tak ing the listener virtually on stage at a hit production.

"EP"— A Big Step Forward

by BILL BULLOCK

Once in a long time there comes a change in an industry which is not a mere improvement in detail, but a revolutionary forward step. I think that the development of extended play records falls into this rare and important class.

EP marks the culmination of five years of progress in the 45 rpm system and is the result of decades of engineering development, musical tests and thoughtful analysis. When RCA Victor introduced extended play records, the event marked the first time that the consumer was afforded a saving through recording technique rather than price cutting.

EP records considerably reduced the prices of recorded music through a technical development which lengthened the playing time of a 45 rpm record from four to eight minutes per side. Thus an EP could carry four popular tunes instead of two, cutting the cost of pop music albums almost in half.

Hundreds of medium-sized classical works which formerly required a "break" in the middle while a record was turned over now can be found complete on one side of an EP. In addition, the selection of classical repertoire has become more flexible since the advent of extended play records and has made possible the recording of a piece of material as unusual and wonderful as "Arias Sung And Acted." The EP lends itself perfectly to the recording of well-known excerpts from classical favorites, and the public has shown that there is a wide demand for such merchandise. Last fall RCA Victor released "Concert Cameos," an extensive series of medium-length works performed by famous artists, which met with much favorable public reaction and resulted subsequently in excellent sales.

EP records have succeeded in bringing back the forgotten customer who has only $1.50 to spend for a "package" of music rather than $6.00 Before the new speeds, 65 per cent of classical music purchases were in single records. Extended play records have re-opened this market for single and shorter classical selections, and in the first year of their existence sold over 10,000,000 copies.

Currently the EP accounts for over 30 per cent of the total 45 rpm dollar volume. It is firmly established as an important sales factor in the pop and Red Seal market. Both the EP and the single 45's to date have sold an average of 20 discs for every record player capable of revolving at 45 rpm.

Introduction of the EP opened up new avenues for the packaging and merchandising of phonograph records. Its compact size made possible the expansion of customers' self-service in stores and accelerated the trend towards "super-market" sales. The POP EP handed a bonanza to dealers who did the bulk of their pop volume in albums. In small homes and apartments where bookshelves must serve as storage cabinets, the smaller records found their way into places which previously could not have accommodated a fair-sized collection.

The development of the EP package gave birth to many new and better promotion ideas. An effective, eye-catching window display could be laid out in much less space than ordinarily required in record dealers' stores. Stock counter displays and other point-of-sale material also became more feasible because of the smaller package.

The EP albums performed a major sales service for the single 45 rpm. Record manufacturers and dealers alike suddenly realized that a simple merchandising gimmick—like a colored sleeve—would take the 45 singles hidden at the back of the shelf and turn them into attractive and convenient counter display items.

Additional promotion possibilities of this kind paid off. For example, on Eddie Fisher's hit record "Oh! My Papa"—which sold 1,500,000—50 per cent of the total sales were on the 45 speed. That EP greatly advanced the progress of 45 rpm is further underscored by the fact that today 45 rpm discs account for:

1. Nearly one-fourth of the record industry's dollar volume.
2. Three out of every 10 records sold by retailers.
3. Sixty per cent of the records played on juke boxes.

It seems to me that the reason for the widespread success of extended play records in so short a time is a very simple one: EP merely gives the public what it wants.

The smaller, longer-playing disc is convenient, mailable, readily stored, strong in a structural sense and capable of giving the record user the same enjoyment as he would have in listening to an actual live performance. Such light and attractive records fill the bill for the vast majority of record users and do so at a minimum cost.

Together Again!

The Modernaires and Tex Beneke sing "I KNOW WHY" (AND SO DO YOU)

THE HIT SONG FROM "THE GLENN MILLER STORY"

and

"That's You, That's Me, That's Love"

CORAL 61199 (78 RPM) and 9-61199 (45 RPM)

RIAA

CORAL RECORDS
America's Fastest Growing Record Company

Thanks . . .

for your wonderful cooperation

Frank Sinatra

Capitol RECORDS

Picnic

NEW HAVEN, CONN.—Shown above at Kappy Jordan's picnic last week are Bill Lamb, Patti Page and George LeZotte (WAVZ, New Haven). The picture was taken right after Patti congratulated Bill on becoming WAVZ's newest staff member.

Cornell — Gaylords — Fielding Tour Doing Big Business

NEW YORK—With 25 one-nighters already under its belt, the Don Cornell-Gaylords-Jerry Fielding package tour looks like it is on its way to being one of the most successful record star junkets that has taken to the road in many a season.

The package has played to more than 90,000 people and has grossed over $102,000 during this time. More than half the dates played thus far have been percentage dates for Cornell and his partners the Gaylords. Fielding receives a flat weekly stipend plus his bus, vocalist, and road manager costs.

The Cornell-Gaylords tour has already worked its way through New England and Eastern Pennsylvania touching Ontario, Canada. This week they start a six day engagement at the Vogue Terrace in Pittsburgh. From there, the crew will head into the Mid-west and North West with dates already set into the middle of August up and down the West coast in Portland, Seattle, Spokane, Victoria, B.C., Trail, B.C., Coquille, Olympia, Salt Lake, Boise, Sacramento, Oakland, and San Diego. Other dates are being planned into September.

Mannie Greenfield, Cornell's manager, has worked out a special promotion whereby records made by Cornell and the Gaylords announcing the tour in "We're Coming To Town" style, have been sent to all dee jays in advance of the package to create an interest in the various territories and give the artists extra spins on their records.

Gersh Handles Williams' Flack

NEW YORK—Dick Gersh announced this week, that he will handle record promotion for the Billy Williams Quartet, the popular "Show of Shows" vocal group which recently signed with Coral Records. The group's first release for the diskery will be out next week.

Atlantic Records Buys American Music Master

NEW YORK—Atlantic Records announced the purchase of a two-sided sleeper, titled "Cooperation," from American Music, Inc., Los Angeles.

The deal was completed by Atlantic with Murray Sporn, professional manager of the New York office.

The disk, a humorous singing-recitation type item, features comedian Prince Patridge, who also wrote the material. Sylvester Cross, president of American Music, cut the tune on his Blaze label and sent out between four and five hundred copies to disk jockeys throughout the nation. Reaction was instantaneous in the middle west, particularly in St. Louis, and reached the attention of Atlantic brass. The deal was consumated on Wednesday, June 23, mastered on Thursday and samples will go forth on Monday, June 28.

The record will be released on the "Cat" label and will be aimed at both the pop and r & b markets.

Loco Waxes Big Band

NEW YORK—Joe Loco, famed throughout the nation for his small group mambo styling has emerged with a big band for records only.

When Loco came into New York recently, he and George Goldner, Tic prexy, went into studio with a carefully thought out plan they had bee working on for a long time. They have produced a "big new commercial sound on mambo music with a differen combination of instruments whic effects a wide range of sound."

A section of 12 brass was employed

Romero Signs Robertson

NEW YORK—Garet Romero thi week signed MGM recording sta "Texas" Jim Robertson to a long ter personal management contract.

Romero is making the rounds o the talent agencies for Robertson fo picture and TV engagements.

Best Wishes
to
THE CASH BOX
On
Their 12th Anniversary
from
HUNTER HANCOCK
"OL' H. H."
●
FOR THE BEST IN . . .
"Be-bop to ballad
swing to sweet
blues to boogie"
LISTEN TO . . .
"HARLEMATINEE"—KFVD
and
"HUNTIN' WITH HUNTER"
—KGFJ
—●—
Hunter Hancock Programs
6801 Lexington Ave.
Hollywood 38, Calif.

THE MIDNIGHTERS
"WORK WITH ME ANNIE"
"Until I Die"
Federal # 12169

BONNIE LOU
"WAIT FOR ME, DARLING"
"Blue Tennessee Rain"
King # 1365

BILLY WARD and His DOMINOES
"THREE COINS IN THE FOUNTAIN"
"Lonesome Road"
King # 1364

BILL DOGGETT
"SWEET LORRAINE"
"Tailor Made"
King # 4720

DISTRIBUTED BY King RECORDS

"Listener's Digest" Introduced by RCA As New Concept In Recorded Music

CAMDEN, N. J.—Utilizing a rev-utionary new concept of presenting ecorded music, the Radio Corporaon of America will undertake this mmer the greatest merchandising rogram to increase volume sales of e 45-rpm recording system since s introduction.

The merchandise promotion which arries the title of "The Listener's igest," was developed after more han a year of planning, according to ames M. Toney, general manager of he RCA Victor Radio and "Victrola" ivision.

Specific merchandise involved in he "Listener's Digest" promotion is library of 12 best known classical vorks condensed on ten extended play EP) high fidelity records in performances by world-renowned artists ogether with an automatic 45-rpm phonograph. Three complete packages will be offered, and will include the "Listener's Digest" album with either the automatic self-contained phonograph, Model 45EY2, at $39.95, the portable phonograph, Model 45EY3, at $54.95, or the table phonograph with eight-inch speaker at $54.95.

Also featured in the offer is a 42-page musical enjoyment guide which contains biographies of the artists and composers and program notes for the selections.

The "Listener's Digest" promotion will be introduced to dealers at meetings held this week throughout the country. It will be introduced to the public in mid-August, Toney disclosed.

To support the promotion, an extensive and heavily concentrated advertising program has been planned to carry through from August to December. National magazines, family publications, Sunday supplements, and radio and television will be utilized.

Describing the market potential of record-playing instruments as vast, Toney pointed out that, of the approximately 46 million homes in America, only 25 million, or only about half the homes, have phonographs. In addition, he noted, a large percentage of these instruments are prospects for replacement, as they are either in unsatisfactory operation condition or unable to play the new speed records.

While he considered this the primary market because of parents' desire to interest their children in fine music, he emphasized that the Listener's Digest promotion had special appeal to churches, schools, hospitals, and organizations supporting youth activities.

To aid the dealer, an extensive kit of sales promotion material and a cooperative advertising program have been prepared.

A major, long-range objective of the "Listener's Digest" is to create increased consumer interest in classical records, according to George Marek, Director of Artists and Repertoire of the RCA Victor Record Division.

For the first time, he stated, the concept of popularization by condensation, so successful in the book industry, has been applied to music on records.

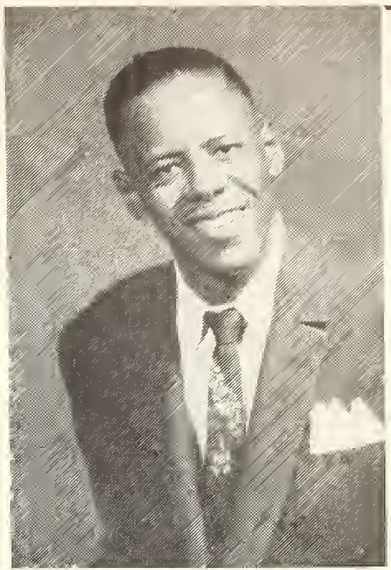
In applying this concept to the field of recorded music, Marek declared, RCA Victor was convinced that condensation would make available classical music that would be inexpensive, friendly, short and easy to enjoy. The anticipated result, he added, would be the creation of a huge new market for classical records.

The 12 "Listener's Digest" selections, which originally ran to five hours, 50 minutes, and 17 seconds in length, and cost almost $60, were condensed to two hours, 35 minutes, and 16 seconds. Beethoven's "Fifth Symphony," he noted as an example, which in its original performance ran to 32 minutes, 12 seconds, was condensed to 15 minutes, 41 seconds.

A special project was set up for the task of condensing the 12 selections. It was done with such painstaking care and meticulous timing that it consumed over 13 months, according to Marek. The critical test came he disclosed, when the condensed recordings were played back to the performing artists. In all instances, the artists expressed approval of the condensed versions and the concept of creating a mass appeal for classical music.

"By enticing, as it were, millions of people into listening to and becoming familiar with, classical music and thus break down the barriers which kept them distant from it before, we are confident they will go on to really appreciate and become enthusiastic for this type of music," Marek said. "In time, we are convinced, they will want to purchase longer recorded works, and they will want to attend concerts, recitals, and operatic performances."

Among the selections and artists included in the "Listener's Digest" are Tchaikovsky's "Nutcracker Suite" performed by Arturo Toscanini and the NBC Symphony Orchestra; Franck's "Symphony in D Minor" by Pierre Monteux and the San Francisco Symphony Orchestra; Dvorak's "New World Symphony" by Leopold Stokowski and his Symphony Orchestra; Grieg's "Piano Concerto in A Minor" with Artur Rubinstein, pianist, and the RCA Victor Symphony Orchestra and the Beethoven "Emperor Concerto" with Artur Schnabel, pianist, and the Chicago Symphony Orchestra.



Looks Like A HIT!
BILLY KING
"The Singiest Man You've Ever Seen"
"CAN'T GET YOU OUTTA' MY MIND"
b/w
"SUGAR DOLL"
Abbott 1001
ABBOTT RECORDS, INC.
6636 HOLLYWOOD BLVD. HOLLYWOOD, CALIF.

Congratulations Cash Box . . .
and THANKS to all the
RECORD MANUFACTURERS
FOR THE BIG HITS . . .
KEEP 'EM COMING
PROMOTING RHYTHM & BLUES COVERAGE
POP • C & W • R & B
50,000 WATTS KWKH, SHREVEPORT, LA.
50,000 WATTS KTHS, LITTLE ROCK, ARK.
STAN'S RECORD SHOP
728 TEXAS ST.
SHREVEPORT, LA.

BREAKING R & B + POP
COAST-TO-COAST
Fortune # 509
"ADIOS, MY DESERT LOVE"
BY THOSE GREAT NEW STARS
THE DIABLOS
B/W Another Hit
"AN OLD FASHIONED GIRL"
FORTUNE
11629 Linwood
Detroit 6, Mich.

THANKS D.J.'s FOR VOTING US #1 MOST PROGRAMMED SMALL INSTRUMENTAL GROUP . . .

CHET ATKINS
"DOWNHILL DRAG"
b/w
"KENTUCKY DERBY"
RCA VICTOR 20 47-5704

Thanks
Disk Jockeys
For Being So Swell
Patricia Scot
Tiffany Records

BUY A HIT!
Danny Overbea
SINGING
"YOU'RE MINE"
b/w
"ROAMIN' MAN"
(CHECKER 796)
Checker RECORD CO.
4750-52 Cottage Grove Ave.
Chicago 15, Illinois

Congratulations
to "The Greatest"
from
BOB COLE
Record Promotion
54 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS
(Tel: DEarborn 2-1793)

Congratulations
CONTINUED SUCCESS
TO
THE CASH BOX

JO ANN (JOSIE)
TOLLEY
MGM RECORDS

Congratulations Cash Box and Thanks DJ's for spinning our record
"MAMBO BOLERO"
THELMA BAKER
Ork conducted by Ben Ribble
Casino #135

Congratulations Cash Box and Thanks DJ's for spinning our record
"MAMBO BOLERO"
BEN RIBBLE
Vocal by Thelma Baker
Casino #135

The Up-Beat of Mambo Throughout the United States

by GEORGE GOLDNER

Never in the history of Latin-American music has any rhythm caught on so rapidly. Mambo today is becoming "King" throughout the United States.

For the first time in the history of the Waldorf Astoria, a "Mambo Orchestra" will be heard between the plush lush walls of their intimate room. Tours, concerts and mambo festivals are springing up throughout the country. Latin-American artists in the Mambo field are being caught in this maelstrom of excitement and are being sought avidly throughout the entertainment world. This has been a terrific up-jolt to the record business, amusement field and dance world "business-wise."

People like Irving Schacht and Frank Amaru of RCA Victor International Department, who have pioneered Mambo rhythms in the past, are now seeing their words come true. Artists like Joe Loco, Tito Puente and Perez Prado are becoming household words throughout the country.

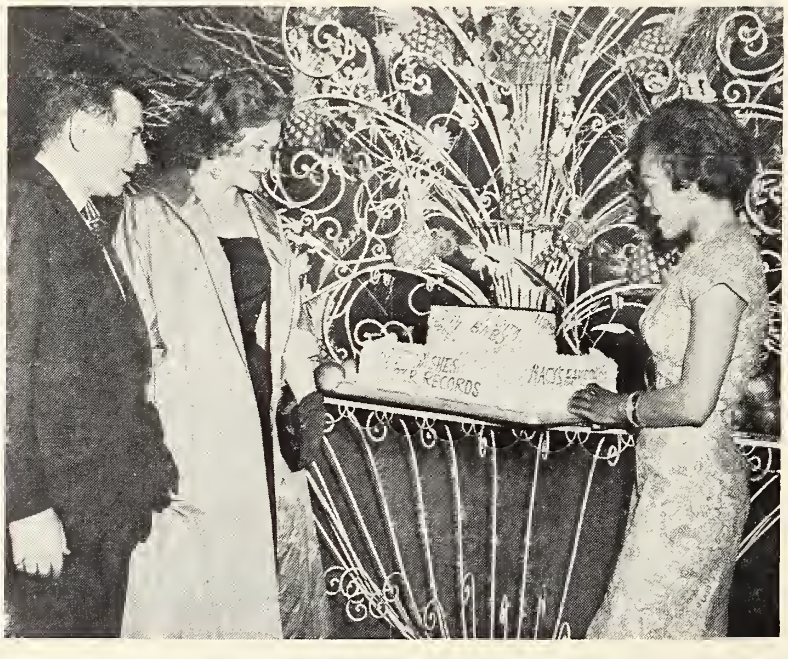
At one time, Mambo records were an impossibility to distribute throughout the hinterlands; today Mambo artists are beginning to achieve the recognition once accorded only to pop or jazz artists. The "little brother" Mambo is beginning to flex its muscles and grow up.

The innovation of putting American standards into Mambo tempo, a Tico first, has rapidly been copied by all artists throughout the recording field. Another great assist to the Mambo field was the brilliant "Mambo-Rhumba Festival" produced by Irving Schacht, which toured fourteen cities successfully. The demand for repetition of this show will probably make this a yearly festival.

I feel that if the executives of all leading recording companies will push these rhythms, through their top artists and bands, the record business will open a new lush field.

I must thank the juke box operators, disc-jockeys, program directors and trade publications without whose cooperation this era would not have been possible.

Opening Night



NEW YORK—On her opening night at La Vie En Rose in New York Eartha Kitt was visited by Manie Sacks and Janis Paige. All three are shown admiring a cake sent to her from Macy's to celebrate the event. Eartha made her U.S. singing debut at La Vie in December, 1951.

MELODIES FOR MILLIONS
WATCH THIS
MARGIE RAYBURN
"THEY ALL SAY I'M LUCKY"
b/w
"I'm The One For You"
S & G # 5005
1909 N. Central Ave.
S & G RECORDS
El Monte, Calif.

BEST WISHES
to
THE CASH BOX
on your 12th ANNIVERSARY
DIAMOND RECORD DISTRIBUTING CO.
1819 W. Pico Blvd., Los Angeles 6, Calif.

BEST WISHES
TO
THE CASH BOX
May you have many, many more Anniversary editions.
JAY KAY DISTRIBUTING CO.
LEE PALMER, *Manager*
2980 W. Pico Blvd., Los Angeles 6, Calif.

Just Released
Two Beautiful New Ballads
"BREAK MY HEART GENTLY"
and
"CAN THIS BE THE END OF A DREAM"
DOROTHY COLLINS
# 108
AUDIVOX
AUDIVOX RECORDS
140 W. 57 ST.
N. Y. C., N. Y.

A GREAT NEW HIT!
"FRIENDS AND NEIGHBORS"
by
The Plunkett Family
Essex # 361
Essex RECORDS
3208-16 SOUTH 84th STREET
PHILADELPHIA 42, PENNA.
BELGRADE 2-6250
Manufactured and Distributed by Palda Record Company

THAT sensational RECORD
YOU'VE HEARD SO MUCH ABOUT
FRANK SINATRA
DON'T WORRY 'BOUT ME
Capitol Records
MILLS MUSIC, INC.
1619 Broadway, New York 19, N. Y.

Songsters

MONROE, LA.—Mary Mayo, and songstar Johnny Desmond meet over a uke box in Monroe, La., where they sang for the cerebral palsy fund over WNOE-TV. Incidentally, because of the wonderful work of Mary and Johnny he telethon's quota was over-subscribed.

Record Stars Salute Canada's Dominion "Day" In Radio Program

NEW YORK—Recording star and Academy Award-winnner Frank Sinatra, singer Kay Starr, and composer-conductor Les Baxter have joined forces to extend their personal greetings to Canada in a special radio program celebrating "Dominion Day," Canada's equivalent to the United States' Fourth of July. The musical program, "Happy Birthday, Canada!", produced by Broadcast Music, Inc., will be presented by more than 150 radio stations throughout this country and Canada on July 1, Canada's National Day.

In the form of a 15 minute transcribed musical birthday tribute to the Canadian people on the 87th "Dominion Day," "Happy Birthday, Canada!" was conceived by Robert J. Burton, vice-president of BMI and BMI Canada Limited and produced with the assistance and cooperation of the Canadian Consulate.

In announcing BMI's second annual distribution of a "Salute to Canada" program to radio stations, Burton stated:

"The similarities in both musical taste and activity best illustrate the cultural ties binding the peoples of the United States and Canada. We at BMI can think of no more fitting tribute than a musical one, one in which the people who create and perform the music popular in both countries are able to personally say, "Happy birthday, neighbor!"

Top 10 Best Selling Pop Albums

1.	SELECTIONS FROM THE GLENN MILLER STORY	Glenn Miller (RCA Victor LPT 3057)
2.	THE GLENN MILLER STORY	Sound Track (Decca DL 5519)
3.	MUSIC FOR LOVERS ONLY	Jackie Gleason (Capitol H 352)
4.	THE PAJAMA GAME	Original Cast (Columbia ML 4840)
5.	THE STUDENT PRINCE	Mario Lanza (RCA Victor LM 1837)
6.	10th ANNIVERSARY	Nat "King" Cole (Capitol W 514)
7.	ROSE MARIE	Original Cast (MGM E 229)
8.	SONGS FOR YOUNG LOVERS	Frank Sinatra (Capitol H 488)
9.	LIBERACE BY CANDLELIGHT	Liberace (Columbia CL 6251)
10.	SINCERELY, LIBERACE	Liberace (Columbia BL 1001)
10.	PARDON MY BLOOPER	Kermit Schafer (Jubilee LP 2)

Congratulations to One of The Finest Operations in the Music Industry The Cash Box
FROM
"OPERATION MIDNIGHT"
WCFL - CHICAGO
Linn Burton - Peggy Sable
THE STEAK HOUSE
744 N. RUSH—CHICAGO
★ Rocco Greco, Mercury recording artist, in person nitely

Lou Krefetz Becomes Manager of Chords

NEW YORK—Lou Krefetz, manager of the Clovers, voted by operators and disk jockeys of the nation the leading Rhythm and Blues vocal group for the past two years, has announced the signing of the new "Cat Records" current sensations, The Chords, to a personal management deal.

The Chords, who had never worked professionally, won immediate acceptance with their initial "Cat" etching, "Sh-Boom". The "Cat" label was formed by Atlantic Records with the purpose of issuing records that were explicitly aimed at the ever increasing segment of the teen-age market that found itself drawn to the "beat" offered by many Rhythm and Blues releases. The first "Cat" package offered to its distributors included four records, one of which was The Chords' platter. "Sh-Boom" hit first in L.A. in both the R & B and pop locations and spread throughout the country with almost flashfire speed. Its success in the pop market induced an immediate cover by Mercury's Crew-Cuts. The tune was taken over last week from Progressive Music by Brenner Music, Hill and Range subsidiary.

On the basis of "Sh-Boom", The Chords have been signed to an exclusive booking contract by Joe Glaser's Associated Booking. An extended series of dates has already been arranged with The Chords opening in California on July 16. The group is now going through an intensive coaching campaign to whip their act into shape.

A Fifth For the Four Aces

PHILADELPHIA—A baby boy was born June 24th, at 5:30 A.M., to Stella Alberts, wife of Al Alberts of the Four Aces, in the Columbus Hospital, this city.

Since no name has, at this writing, been decided upon, the seven and one half pound tot is being called "Little Albert".

Mother is reported doing wonderfully.

HAPPY
12th
ANNIVERSARY
CASH BOX
and
GREETINGS
JOCKS
from
GEORGE
JAY
•
NATIONAL RECORD
PROMOTION
1608 ARGYLE ST.
HOLLYWOOD, CALIFORNIA
(Hollywood 9-5838)

WHO'S
AFRAID
(Not I, Not I, Not I)
ELLA FITZGERALD &
GORDON JENKINS
on Decca
Advanced Music Corp.
488 Madison Ave.,
New York 22, N. Y.

A Solid Ballad Hit!
From M-G-M's "FLAME AND THE FLESH"
NO ONE
BUT YOU
LEO FEIST, INC.

A HIT!
"JOEY"
BETTY MADIGAN .... MGM 11716
"DESIREE"
THE CORONET ORCH.........MGM 30845
LOWELL MUSIC CORP.
1619 Broadway New York N. Y

Greetings from ALLIED MUSIC SALES CO.
2542 W. Pico Blvd., Los Angeles 6, Calif.
ond
ALLIED RECORD DISTRIBUTING CO.
371—6th St. San Francisco, Calif.

IN PHILLY
IT'S
MARNEL DISTRIBUTING CO.
1622 FAIRMOUNT AVE. PHILADELPHIA, PA.

Congratulations

CASH BOX

BLUE NOTE — COMMODORE — CONCERT HALL — CONTEMPORARY — DEBUT — FANTASY — GENE NORMAN PRESENTS — GOOD TIME JAZZ — HAYDN SOCIETY — MacGREGOR — NOCTURN — OLD TIMER — PACIFIC JAZZ — RIVERSIDE — URANIA — WESTMINSTER

CALIFORNIA RECORD DISTRIBUTORS

WHOLESALE DISTRIBUTORS FOR SOUTHERN
CALIFORNIA, ARIZONA AND NEW MEXICO
2962 WEST PICO BLVD. LOS ANGELES, CALIFORNIA

Best Wishes To The Cash Box On Your 12th Anniversary

from

ESSEX RECORD DISTRIBUTORS
114 SPRINGFIELD AVENUE NEWARK, N. J.
New Jersey's Leading Independent Distributor

NEWS that's UP-TO-THE-MINUTE
REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS
Every Week In
THE CASH BOX
ALL FOR ONLY $15. PER YEAR
(52 ISSUES)

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26 West 47th Street
New York 36, N. Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our Check ☐ Please Send Us A Bill ☐

FIRM NAME ....
ADDRESS ....
CITY .... ZONE ...... STATE ....
Individual's Name ....

Jerry Blaine's Twin Daughters Married

NEW YORK—Mr. and Mrs. Jerry Blaine, (he's prexy of Jubilee Records and the Cosnat Distributing chain), gave their twin daughters in marriage—Enid to Theodore Braverman, son of Jack Braverman of Herald Records, and daughter Florence to Irwin Lizabeth—last Saturday, June 19th, at the Forest Hills Jewish Center in this city.

One of the most beautiful ceremonies this guest has ever witnessed, the twin marriage drew oohs and aahs from the more than 400 who attended.

It was somewhat like a record industry convention in that many of the guests were officials of record companies and record distributors. Among the guests were Mr. and Mrs. Randy Wood from Gallatin, Tennessee, Mrs. Miriam Abramson, Mr. and Mrs. Ahmet Ertegun, Mr. and Mrs. Milt Salstone who came in from Chicago, Dave miller from Philadelphia, Mr. and Mrs. Larry Newton and many others. The many distributors included Charlie Gray of Polonia Distribs in Detroit.

The father of the brides took the band stand and led the musicians on one number, reminiscing the former days when he was a band leader.

Charley Goldberg, member of the Cosnat sales organization conducted the band.

Templeton Promotes Disk

NEW YORK—During the week beginning Saturday, June 19th, Alec Templeton appeared on at least one dozen T.V. and radio shows to introduce his first record release for Atlantic Recording Company.

Templeton has employed the multiple recording technique on the piano in an original tune entitled "Big Ben Bounce" and the perennial favorite "Ida." Three and four "takes" on tape were employed to produce the chimes of Big Ben in London, as well as the British alarm clock.

Rack Order For "Joey"

NEW YORK—The phenomenal success of Betty Madigan's best-selling MGM Record of "Joey" has resulted in Lowell Music Co., Inc., publishers of the song, receiving the coveted rack-order of 73,000 copies of sheet music for national retail distribution. The sheet music sales of "Joey" has now reached the 150,000 mark, with the song just starting to show its real strength based on the increasing popularity of Betty Madigan's platter of the tune.

Missing! Writer Of Joni James Hit

CLEVELAND, OHIO—The songwriter of Joni James' new hit "In A Garden Of Roses" cannot be found. In fact she doesn't even know that her tune has been recorded. A check with Goday Music, publisher of the tune confirmed this last week.

The writer is Mary Jane Babbitt who, about a year ago, cut an acetate of her song and gave it to a disk jockey in her home town, Cleveland. Happy Goday who was in Cleveland at the time, took the tune, submitted it to Joni James, and had it recorded. Now the tune is headed for the top. Goday has never met or talked with the writer.

The local police are trying to locate Miss Babbitt and dee jays are announcing that she is missing every time they program the disk.

There is a good chance that if Miss Babbitt is located, she will make an appearance on television with Joni James.

True Test Of Friendship

ATLANTA, GA.—Ned (Jack The Bellboy) Lukens, WEAS, and Zenas (Daddy) Sears, WAOK, two of Atlanta's disk jockeys, took part in the recent Old Newsboy Day Parade down Peachtree in an unusual fashion. Daddy Sears holds aloft a Jack The Bellboy streamer while the Bellboy drives. The Cerebral Palsy Drive project of the Variety Clubs raised over $65,000.

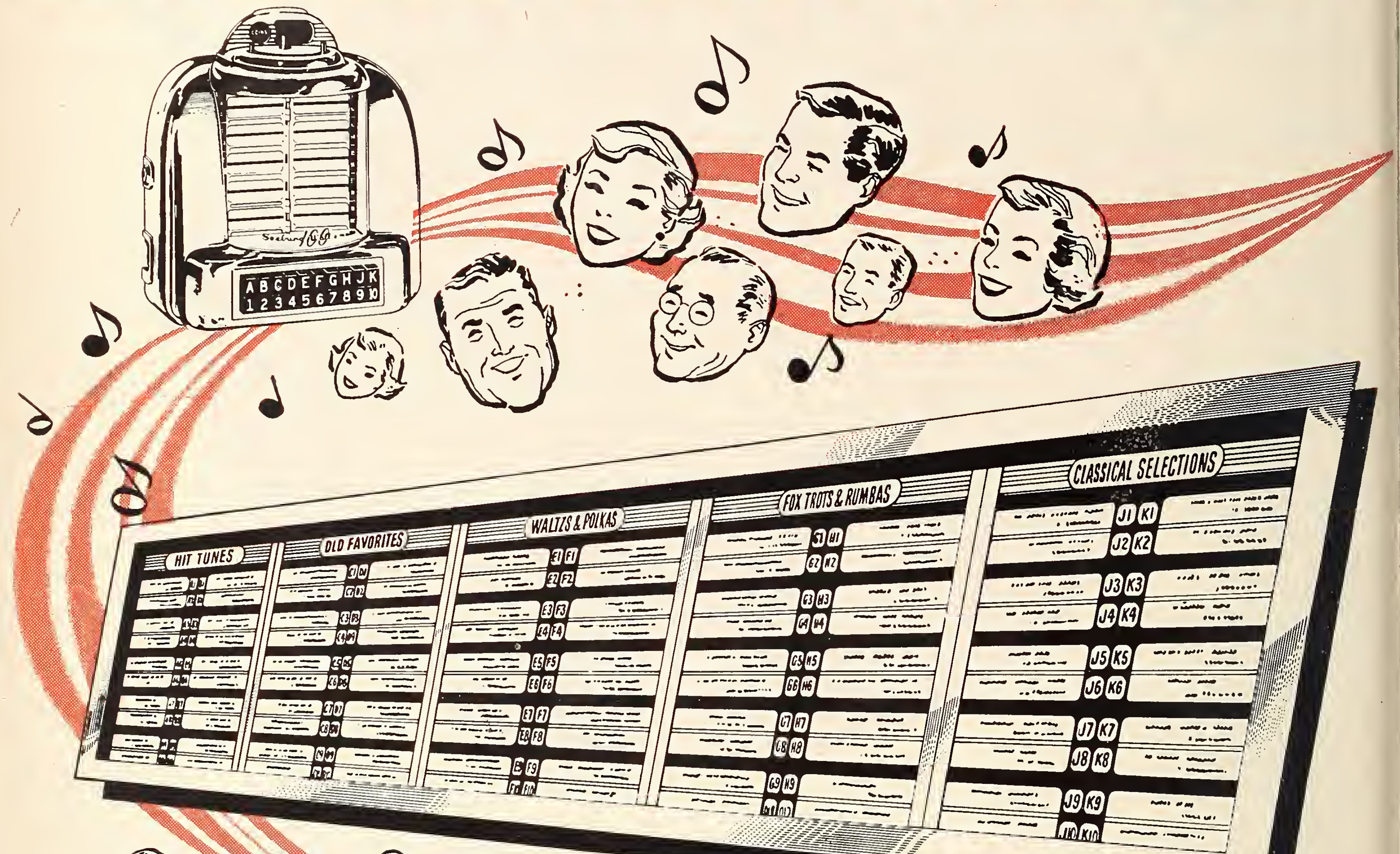
ANNUAL ENCYCLOPEDIA

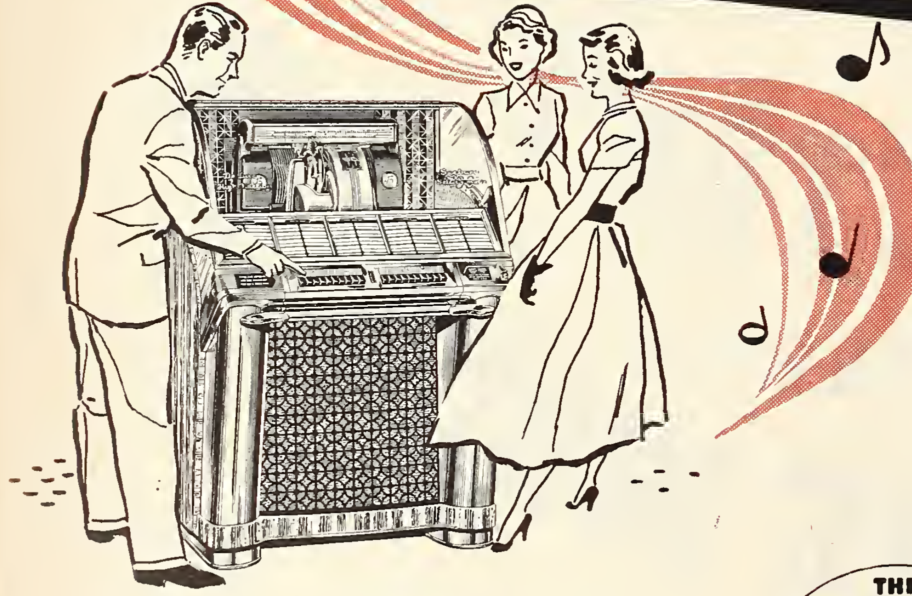
THE CASH BOX

AND DIRECTORY OF THE COIN-MACHINE INDUSTRY

1954

LEADERSHIP


Seeburg 100
A B C D E F G H J K
1 2 3 4 5 6 7 8 9 10
HIT TUNES
OLD FAVORITES
WALTZES & POLKAS
FOX TROTS & RUMBAS
CLASSICAL SELECTIONS



PROPER PROGRAMMING

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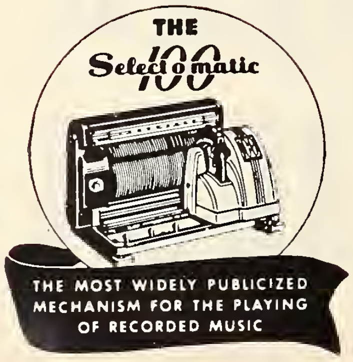
THE Select-o-matic 100

THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

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July 3, 1954

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Thank you for
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THE CASH BOX

S. H. Lynch & Co., of Dallas has repeatedly emphasized to Operators:

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On the 12th anniversary of CASH BOX . . we raise our 10-gallon hats in salute to J. P. Seeburg Corporation, their ever-superior products, and their policies always to the benefit of operators. There are many reasons why the Seeburg Select-O-Matic is the instrument that operators say increases play: showmanship that attracts and sells music . . trouble-free mechanism that plays 45 r.p.m. scratch-free records vertically . . automatic volume control . . correct size and weight. In addition, perfectly planned programming . . 100 selections in five natural classifications for easy choosing: (1) hit tunes, (2) old favorites, (3) waltzes and polkas, (4) fox trots and rhumbas, (5) classicals.

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HISTORY OF THE COIN-MACHINE INDUSTRY

JULY-1953 • JUNE-1954

1953

JULY

★ Bally starts deliveries on new "Speed Boat" kiddie ride. ★ So. Dakota ops hold meet. ★ MOA 5th Annual Convention set for March 8, 9, 10 in Chicago. ★ Frank Mencuri appointed Chicago Coin sales manager. Ed Levin promoted to director of sales. ★ Fire at David Rosen, Philadelphia, destroys offices and warehouse. ★ Holland Farrow, Dallas op, buys Walbox Sales Company from George Wrenn. ★ Sam Kresberg's daughter, Loretta Rosenthal (wife of Buddy Rosenthal, head of Coldrinx, Inc.) gave birth to a 9 lb. 15 oz. boy on June 28. ★ Ron Rood establishes 2-way radio service system. 29 cars and trucks of Southern Music Co. and Southern Music Distributing Co., Orlando, Fla. equipped with 2-way mobile radios. ★ Louis Boasberg, general manager of the New Orleans Novelty Company returns from European trip. ★ Dallas Coin Machine Ops Association formed by Texas coinmen. E. L. Certain, Jr., president. ★ B. E. Elson appointed factory manager, and George K. Ergang has been named manager of Industrial Relations at Mills Industries, Chicago. ★ R. P. deRomanett named sales rep for R. F. Jones Company, San Francisco, Calif. deRomanett will handle the Seeburg "200". ★ Central States Music Guild re-elects Les Montooth president. ★ James Harvey Hudson, Paducah coin machine operator, died at the age of 38. ★ Bill Boles, former credit manager for The Rudolph Wurlitzer Co., joins Simon Sales Co. ★ McCarran Bill hearings begin. ★ Williams' New "Pennant Baseball" distributed to market. ★ S. H. Lynch & Co., appointed distributor for Chicago Coin for Texas. ★ Gottlieb introduces new 5-ball "Marble Queen". ★ Coven opens Indianapolis branch. ★ Wesley Hanf of Austin Sales Company, Austin, Minn. passed away on July 8. ★ Joe Greene, Boston, Mass., died on July 18.

AUG.

★ Exhibit Supply introduces its new "Western Gun". ★ Atlantic celebrates 14th year of affiliation with Seeburg. ★ The annual golf tournament and banquet of the Recorded Music Service Association was held and approximately 500 people attended. ★ Wurlitzer and Frankie Laine sponsor contest to bring nation-wide publicity for the juke box business. ★ First permit granted by Norway to Gnisten to import amusement machines and music machines from the United States. ★ The Automatic Music Operators of New York set November 7 for the date of the 16th Annual Banquet at the Commodore Hotel. ★ Exhibit Supply announces "Rudolph The Red Nosed Reindeer" with music. ★ Chicago Automatic Amusement Ops Guild holds first open meeting. ★ Williams announces new 5-Ball "Palisades". ★ Chicago Coin names Copeland Distributors, Inc., distrib for Oklahoma. ★ Auto-Photo Company, Los Angeles, appoints Uni-Con Distributing Company and Central Music Distributing Company, both of Kansas City, Mo., as distribs. Uni-Con covers Western Missouri and Kansas territory while Central was assigned Iowa and Nebraska. ★ NAMA Convention runs four days at Conrad Hilton Hotel, Chicago. ★ Wurlitzer work stoppage ends August 16. ★ Solotone Corporation, Los Angeles, Calif. announces new coin operated TV set. ★ After several years of negotiations several cigarette operators join the Automatic Machines Operators Association of Miami, Fla. ★ Capitol Projector Corp., New York, intros 3-D Movie machine. ★ M. G. (Mike) Hammergren named general sales manager of Mayflower Industries. ★ Genco introduces new gun "Night Fighter". ★ 3000 enjoy United Manufacturing Company picnic. ★ Chicago board of education votes ban on soft drink vendors in city's schools. ★ Coven picnic for the firm's employees and families success.

SEPT.

★ Williams ships "Grand Champion", new 5-ball. ★ AMI declares stock dividend. ★ David C. Rockola announces appointment of Arthur A. Ehlert as treasurer and comptroller of the Rock-Ola Manufacturing Corp. ★ Chicago City Committee holds hearings on cigarette machine licenses. ★ Chicago Phonograph Bowling League opens season. ★ Nat Cohn presents 3-D Color coin operated movie machine. ★ Chicago Coin names Minthorne, L.A. and Phoenix distributor. ★ Roanoke Vending moves to Richmond, Va. ★ John Bilotta, Bilotta Distributing Company, Newark, N. Y., opens new building with gala party. ★ Nebraska Music Guild forms committee on public relations. ★ Alvin Gottlieb greets Rosh Hashona, Jewish New Year, with a baby son born to wife Evelyn. ★ Seacoast Distributing opens offices at 594 Tenth Avenue, New York City. ★ Williams introduces new five-ball "C.O.D." ★David Rosen runs big house warming party. ★ Sal Groenteman, International Amusement Company, returns to Philadelphia after trip through Europe. ★ Al Adickes of Hamburg, Germany, German coinman, visits U.S. ★ Ajax Distributing Company, Newark, N. J., holds three day open house party at new quarters. ★ Apco Inc., New York City, introduces four new cup vendors. ★ Dan Stewart Company, Los Angeles, Calif. appoints Bob Bever as new manager. ★ Bally delivers new "Dude Ranch". ★Recorded Music Service Association, Chicago music operators association, moves to 188 W. Randolph St. ★ Poole Distributing, Boston, Mass., appoints Kingsley Jack sales representative. ★ Phonograph Merchants' Assn. of Cleveland re-elects Jack Cohen president. ★ Tom Burke, Elizabeth, N. J. coin leader, dies. ★ Commercial Music to represent Wurlitzer in El Paso territory. ★ Jack Dolan opens distributorship in Los Angeles, Calif. ★ Morris Fine, who headed one of Charlie Wertheimer's arcades and who was Charlie's son-in-law, died suddenly of a polio attack.

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Takes the Mask Off the Music

and Tempts the Ear with Live Performance Realism . . . and it's Ear-Appeal that Promotes Continuous Play

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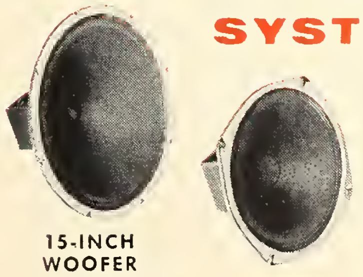

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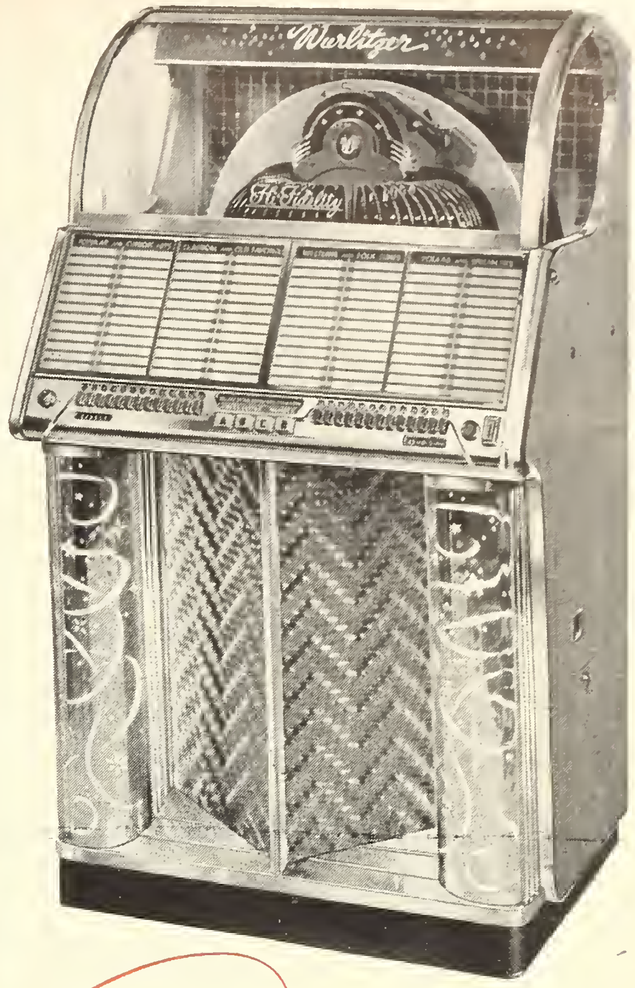

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● As leading music operators we know how extremely valuable *The Cash Box* has been to us these past twelve years. That is why we take this opportunity to wish you many, many more anniversaries, so that we will be able to continue to enjoy the invaluable reports and editorials that appear in each week's issue of *The Cash Box*.

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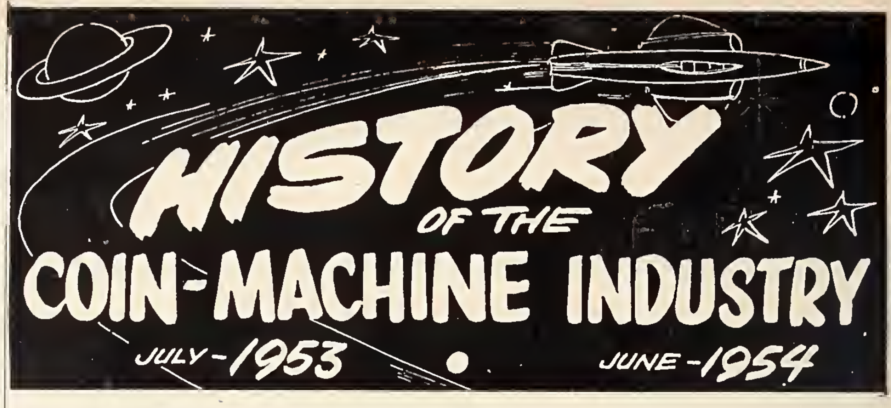

HISTORY OF THE COIN-MACHINE INDUSTRY

JULY-1953 • JUNE-1954

OCT.

★ Rock-Ola Mfg. Corp. introduces "Comet" 120 selection, 45 rpm phono. ★ High Fidelity busts into coin operated music with intro of Seeburg's Select-O-Matic "100" Phonograph. ★ Charley Schlicht joins Coven Distributing Company, Chicago. ★ Chicago Coin names S. L. Stiebel Co., Louisville, Ky., distrib. ★ Williams presents dime play five-ball "Army-Navy". ★ Roanoke Vending opens new Richmond, Va. building. ★ National Rejectors opens new Canadian Branch in Toronto. ★ H. Z. Vending & Sales Company appoints Ken Owens sales manager. ★ Keeney introduces "Pacemaker" with new mammoth pins. ★ Chicago Coin's new "Round The World Trainer" makes bow. ★ Dick Hood, head of H. C. Evans & Co., Chicago, dies. ★ Gottlieb ships new "Shindig". ★ Southern Music Dist. Co. named AMI distrib for Florida and So. Georgia. ★ Herb Jones, vice president of Bally Manufacturing Co., Chicago, was married to Miss Sera Miller on October 9. ★ William (Little Napoleon) Blatt moves to new quarters at 416 S. W. 8th Street, Miami, Fla. ★ F. C. Steffens, v.p. and general manager of National Rejectors, Inc., St. Louis, Mo. on six week tour of Europe. ★ Al Denver advises the New York music operators association had changed its name to "Music Operators of N. Y., Inc.". ★ Williams Manufacturing announces it will go ahead with 10c coin chutes as it finds majority of ops favor dime play. ★E. Ohio Phono operators Association elects Raymond E. Lonsway president. ★ AMI appoints Copeland Distributors, Oklahoma, its distrib. ★ Ralph Sheffield named Genco sales manager. ★ Juke box industry presents strong case against ASCAP sponsored McCarran Bill at hearing. Record manufacturers and Tavern Owners Assn. also oppose bill. ★Kansas Music Association elects Louis Ptacek, president. ★ Genco names Austin Sheldon exclusive distributor for Guam. ★ Calderon Distributing Company, Indianapolis, Ind., named Keeney distrib for Indiana. ★ Robert G. Hamilton appointed assistant to sales manager at Wurlitzer.

◆

NOV.

★ United presents new "Rio". Named after the first United pinball ever built. ★Mutoscope brings out "3-D Art Parade". ★ Rock-Ola appoints Mid-West Distributing Company, Rockford, Ill. as distrib for part of Illinois. ★ Bally begins shipments of "Palm Springs". ★ Joel Stern joins dad Allen J. Stern at World Wide Distributors, Chicago. ★ Gottlieb distribs receiving new "Pin Wheel". ★ Genco presents new 3-D "Shuffie Pool". ★ Williams introduces second dime play pinball "Gun Club". ★ New York Music Operators dinner gala success. Al Denver presented with diamond cuff links and tie bar. ★ Chicago Coin appoints Nova Apparata, Hamburg, Western Germany as Western European distributor. ★ Ted Keve, well known coin machine figure and partner of Hirsh de LaViez and Phil Mason in the firm of Hirsh Coin Machine Corp., died of a heart attack on November 9. ★ Rock-Ola names Dan Stewart Co. Los Angeles distributor. ★ Max Roth, Roth Novelty Company, Wilkes Barre, Penna., holds a two day party to celebrate his 25th year in the coin machine business. ★ F.A.B. Atlanta office moves to new quarters at 361 Parkway Drive, N.E. ★ Music Operators of New York re-elect Al Denver president. ★ Permo, Inc., Chicago, announces plans to build a new plant. ★ Lewis Draper, service manager for Wurlitzer phonograph department, died of a heart ailment. ★ Hirsh De LaViez appoints Roger J. Squitero to the office of treasurer of the Hirsh Coin Machine Corporation, Washington, D.C. Squitero replaces Ted Keve, who died on November 7. ★Many coin machine manufacturers displayed at NAAPPB Show in Chicago. ★ O. D. Jennings dies of heart attack at age of 78. Coin machine man for 47 years.

◆

DEC.

★ Gottlieb presents new game "Arabian Knights". ★ Albert Wertheimer, president, and Robert E. Romig, general manager of Davis Distributing Corp., Syracuse, N. Y., fly to Europe. ★ Bob Jacobs opens wholesale firm, National Amusement Company, New York City. ★ Ron Rood, owner of Southern Music Distributing Company, Orlando, Fla., announced he had established a Miami office and showroom with Robert J. Norman as general manager. ★ U. S. Supreme Court rules Federal Government cannot seize or require registration of bells used only within a state. ★ Ray Joyner appointed to head new coffee vending division of Mills Industries, Chicago. ★ Williams Manufacturing appoints Taran Distributing Co., Miami, Fla., distribs for Florida and Southern Georgia. ★ Nebraska Music Guild votes full year public relations program. ★California Music men honor Congressman George P. Miller at testimonial dinner. ★ Henry Klein, Seeburg distributor in France visits America. ★Williams distributes new novelty game "Struggle Buggies". ★ Chicago Coin presents new "Criss Cross Bowler". ★ Nashville music ops vote unanimously for 10c play. ★ Gottlieb names Miller-Newmark Dist. Co., Grand Rapids and Detroit, Mich., distributor for all Gottlieb products. ★ A.B.C. Music Corp., Chicago, holds 8th annual Xmas party. ★ Sal Groenteman, International Amusement and Scott-Crosse, visits Europe. ★ AMI, Inc., appoints E. C. Schlenker as manager of manufacturing. ★ Mills Industries, Inc., Chicago, buys ice cream bar vending patents. ★ Si Redd, Boston, Mass., announces new rebuilt rides and special exchange department. ★ Ramsey County Operators Association, Minneapolis, Minn. elects Archie LaBeau president. ★ Associated Amusement Machine Operators Association holds 14th Annual Dinner-Dance at the Latin Quarters. ★ H. F. Burt sells his interest in the Aurora "Silver-King Corp." ★ Amusement Machine Operators Assn. of Miami, Fla., holds 3rd Annual Banquet at the Saxony Hotel.

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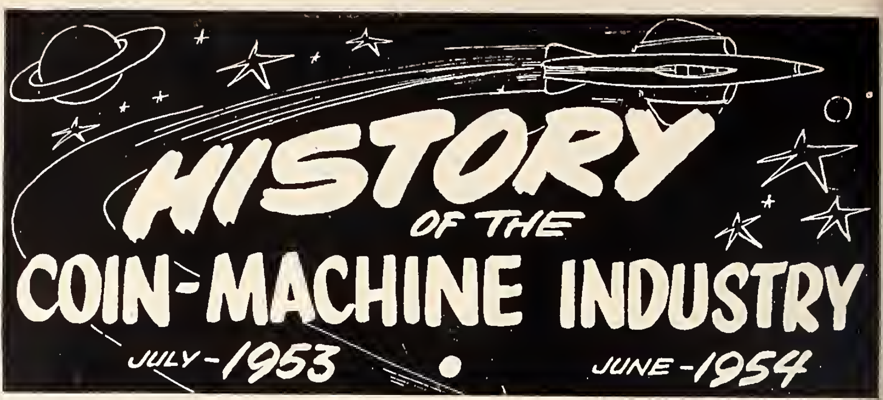
● Your efforts to improve the welfare of the coin machine operator cannot be praised too highly — Keep up the good work! ●



1954

JAN.

★ Tommy's Distributing Co., Nashville, Tenn., appointed distributor for J. H. Keeney for state of Tennessee. ★ John Haddock, president of AMI, announced that Jensen Music Automates, Copenhagen, Denmark, had been licensed to manufacture under patents and designs of AMI, Inc. ★ Moe Fine, Roxy Specialty Company, Montreal, Canada, one of industry's foremost coinmen, dies. ★ Bert Lane opens "Fun Fair" in Miami Beach. ★ W. B. Music Co., Kansas City, Mo., appointed ChiCoin distribs for Kansas and W. Missouri. ★ Hymie Koeppel's son, Sam, enters the armed services. ★ Two Baltimore coinmen, Freddie Waldrop and Morris Berke, publish a song "Are You Looking For A Sweetheart" and Kitty Kallen's version becomes quite a hit. ★ Gottlieb's first pin game for 1954 is called "Green Pastures". ★ General Music Sales Co. appointed AMI distributors for the state of Maryland, the District of Columbia, Delaware and northeastern counties in West Virginia. ★ Keeney ships new shuffle game "Bonus Bowler". ★ Joe Hrdlicka appointed Wurlitzer service manager. ★ W. B. Music Co., Kansas City, Mo., moves to new quarters at 2900 Main St. ★ Max Waters appointed to an administrative post at The Rudolph Wurlitzer Co., and J. A. "Mac" McIlhenny returns to manufacturing firm as eastern district sales manager. ★ Abe Fish elected president of the Music Operators of Connecticut; James Tolisano, executive vp; Lou Naclerio, vp; Maurice Wein, secy; Clarence Sorrentino, treas. ★ Williams brings out "Big Three" baseball game. ★ Nilda Bondioli of B&B Novelty, Chicago, marries Joe Brandise. ★ ChiCoin has two shuffles, "Advance Bowler" and "Criss Cross Bowler" going thru the line at the same time. ★ Williams delivering five-ball "9 Sisters". ★ Herb Jones, Bally's vice president, makes proposal for public relations program. ★ Harold Scott, altho he sold his route, re-elected secy.-treas. of South Dakota Phono Ops Assn. ★ Shaffer Music Co. move to new quarters at 849 N. High St., Columbus, O. ★ Harold Baker, one of industry's old timers, dies in Chicago. ★ Seeburg shipping new raylite gun "Coon Hunt". ★ Bally produces new in-line game "Ice Frolics". ★ United shipping its in-line game "Havana". ★ The Jules Olsheins, Olshein Distributing Company, Albany, New York, parents of a baby boy.

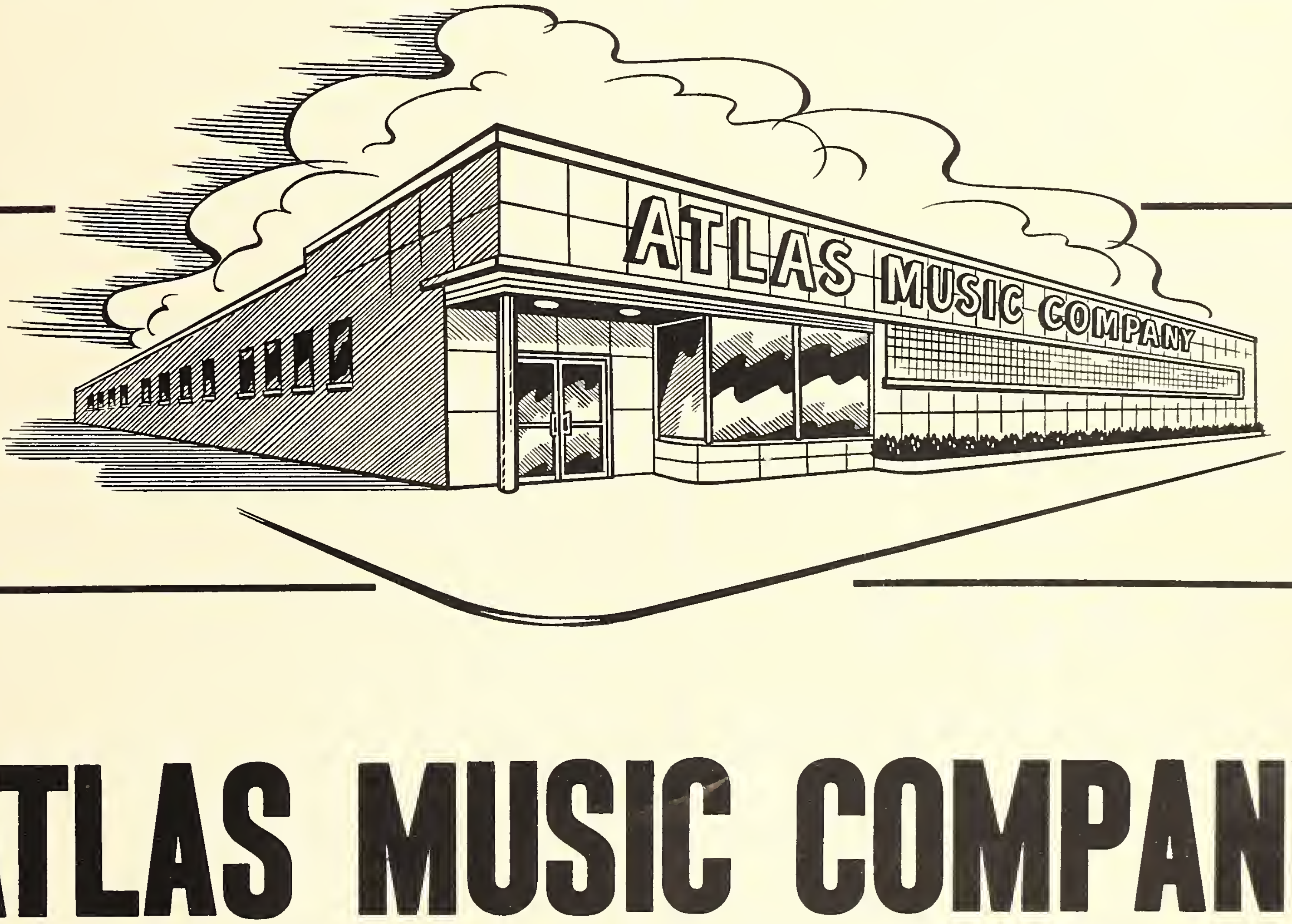
FEB.

★ Roy F. Waltemade becomes manager of the North Tonawanda Division of The Rudolph Wurlitzer Company succeeding Clinton D. St. Clair who resigned. ★ Genco introduces new shuffle game "Match Pool" ★ United announces that its "Leader" and "Chief" shuffles will be available in 10c, 3/25c play. ★ Brilliant Music Company, Detroit, Mich., opened a branch office at Grand Rapids, Mich. ★ Duke Ellington elected president of the Music Guild of New Jersey. ★ Mr. & Mrs. Horace Biederman, Biederman Amusements, Washington, D.C., parents of a baby boy. ★ Ed Wurgler joins F.A.B. Distributing Company, Atlanta, Ga. as assistant to the president. ★ Baltimore Music Ops annual dinner is their largest ever. Affair is highlighted by speech by Maryland Gov. Theodore R. McKeldin. ★ J. H. Keeney & Company announces its plans to convert their new bowlers, "Mainliner" and "Bonus" to 10c play, 3/25c. ★ Harry Binks dies. ★ Al Adickes, head of Nova Apparate - Gesellschaft, Hamburg, Germany, visits the United States. ★ Irv Vidor re-elected president of Virginia Association. ★ Art Segar, Casino Amusement Company, Asbury Park, N. J., dies at age of 68. ★ Chicago Coin presents 6-player "Home Run" baseball game. ★ Ed Ravreby opens large kiddie ride firm "World Fair, Inc." in Boston, Mass. ★ Ristaucrat announces 100 selection phonograph to be shown at MOA meet in March. ★ Washington State ops hit with tax of 20% of gross. ★ Mike Hammergren heads United Dryer Company. ★ H. T. Heinie Roberts announces new type music unit to be unveiled at MOA show in March. ★ Huber Distributing Co., San Francisco, Calif., appoints J. H. "Jim" Southard as sales manager. ★ Evans announces "Holiday" new 100 selection phonograph.

MAR.

★ Fourth Annual MOA Convention in Chicago biggest meet ever. ★ Atlas Music Co. celebrates 20th year in coinbiz with completion of an outstanding and beautiful building. ★ D. Gottlieb & Co. ship "Mystic Marvel". ★ Eugene A. Nahm, former vice president of the Johnson Fare Box Company, Chicago, died at the age of 62. ★ Mike Hammergren adds "The Lusterizer" and The "Corn-Ette" to his Dryer. ★ Chicago Coin presents new "Super Frame Bowler". ★ George A. Miller re-elected MOA president and business manager. ★ A. W. "Art" Daddis named southeast Wurlitzer rep. ★ Williamsport, Penna., calls for country's ops to aid in fight against unfair tax ordinance. ★ Rock-Ola appoints Cane Distributing Co., L.A., distrib for Southern California. ★ J. H. Keeney & Company introduces "Diamond Bowler". ★ AMI expands territory of Mountain Distributors, Denver, Col., to include western Kansas. ★ Chicago Coin shipping "Home Run". ★ U. S. Senate, in a last minute change, votes to maintain 20% tax on cabarets and night clubs. ★ Williamsport, Pa., operators lose as city council passes ordinance calling for 10% of gross tax. ★ United Distributors, Wichita, Ks., named Wurlitzer distrib in its territory. ★ Mid-West Distributors, to represent Wurlitzer in Kansas City territory. ★ Bally Manufacturing announces "Surf Club". ★ Mike Munves manufacturing "Grandma's Prediction". ★ King P. Ray appointed sales manager of the phonograph division of the Rock-Ola Manufacturing Corp., ★ Chicago Coin extends General Vending Sales Corp., Baltimore, Md. territory to include State of Virginia. ★ Avron Gensburg and wife, Nancy, proud parents of a baby boy, John.

MORE THAN A QUARTER CENTURY OF SERVICE TO THE INDUSTRY



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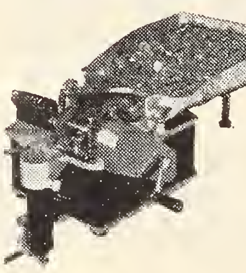
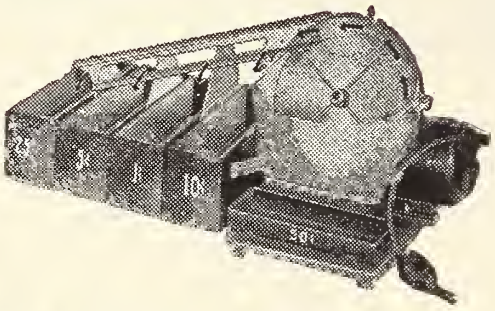

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HISTORY OF THE COIN-MACHINE INDUSTRY

JULY-1953 • JUNE-1954

APR.

★ Wurlitzer introduces new phonograph model "1700". ★ Richman Products appoints Empire Coin, Chicago, exclusive distribs in Illinois and Michigan. ★ Williams introduces new baseball game "Major League". ★ Genco appoints S. H. Lynch its Texas & N. La. distribs. ★ S. & H. appointed Bally distrib for Shreveport & No. La. ★ J. A. (Art) Weinand named Exhibit vice-president. ★ Gottlieb introduces "Jockey Club". ★Genco ships "2-Player Basketball". ★ Wurlitzer names Edward Schmidt, Jr. to the post of European sales manager; Andres Echevarria to the post of sales and service rep for Latin America; and J. J. "Jim" Cotter as staff assistant to Arthur C. Rutzen. ★ United Manufacturing and Williams Manufacturing increase Taran Distributing territory to include entire states of Alabama and Georgia in addition to Florida. ★ Central States Ops Association elects Charles Sisney, Peoria, president. ★ United delivering new "Mexico" in-line. ★ Dave Gottlieb grandpa for the fourth time as daughter-in-law Margie gives birth to son, Richard Gabriel. ★ Bally Mfg. shows "Champion Bowler" and "Victory Bowler". ★ Jacksonville music ops vote to go dime play. ★ Exhibit names Empire Coin distrib for the "Shooting Gallery" gun game for the entire state of Michigan and Coven Music Company as its distrib for the Indianapolis area. ★ J. H. Keeney & Company appoints C. O. Moon, Variety Distributing Co., Atlanta, Ga. as distribs for the state of Georgia. ★ Irv Holzman and Joe Green purchase Earl Backe's National Novelty Company, Merrick, N. Y. ★ Keeney names Purveyor Dist. Co., Chicago, No. Illinois distributor. ★ Cane Distributing Company, Los Angeles, Calif. appoints Hal Chaney to the position of sales manager. ★ Milty Green, American Vending, Brooklyn, opens subsidiary firm in Manhattan, N. Y. ★ Michigan okeys vitamins thru vendors. ★ Canyon States, Tucson, Ariz., appointed Wurlitzer distrib in Arizona and New Mexico. ★ Fred Hebel Corporation, Chicago, opens new plant in Addison, Ill.

MAY

★ New York cigarette vendors called trust by government. ★ Chicago Coin presents new "Star-Lite Bowler". ★ L. A. Division of California Music Ops elects Walter J. Hemple president. ★ Genco grants S. L. Stiebel Games Company the additional territory of Evansville, Ind. ★ Local 465, Coin Machine Employees Union, dinner at Latin Quarter big success. ★ John Bilotta appointed Riteway's "3-Dimensional Theatre" for the upstate New York area. ★ Common Pleas Judge Joseph M. Clifford, Ohio, holds that pinball machines which give players free games are not in themselves gambling devices. ★ New York State Ops Guild dinner rates raves as many make it a weekend in the country. ★ Northern Music, Inc., Cleveland, moves to new quarters. ★ Dr. Werner Hillert, German coinman, visits U. S. ★ Bally announces new kiddie ride, "Moon Ride". ★ Cliff Wilson buys Walbox Sales Co., Dallas, Texas. ★ United Sales & Service, Chicago, names Al Mendez regional manager for the southern part of California and Wolf R. Roberts for the northern part of the state. ★ United releases two shuffle alleys "Ace Shuffle Alley" and "Rainbow Shuffle Alley". ★ "Heinie" Roberts appointed general manager of the commercial music division of Magnecord, Inc. ★ Decca-Coral wins Chicago bowling championship. Carl Latino takes men's honors and Isabel Oomens repeats for the women. ★ Record crowd at Westchester ops guild dinner. ★ Ray Powers, general manager for Badger Sales Co., L.A., Calif., forms own business, Ray R. Powers Sales Co. ★ Williams Mfg. presents new five-ball "Thunderbird". ★ Bud Reichel opens cigarette operating firm, Budd Cigarette Service, Jacksonville, Fla.. ★ Tarans celebrate 21st wedding anniversary in Chicago. ★ James R. Butler appointed director of advertising and sales promotion for Magnecord. ★ R. C. Rolfing announces the election of Roy W. Carlson as vice-president of the Rudolph Wurlitzer Company.

JUNE

★ Wurlitzer voted top place in Mexico's four-month popularity poll. ★ Gottlieb introduces new 5-ball "Biggest Thriller." ★ All Coin Amusement Company, Miami, Fla., moves to new quarters. ★ N. J. Music Guild Counsel, Sol Kesselman, resigns. Maurice Shapiro new legal counselor. ★ George Huheey, Cincinnati, appointed distributor for Dairi-Mart milk dispensing machine. ★ V. N. Allbritten appointed Southern regional representative for J. H. Keeney & Co. ★ Silver King, Aurora, Ill., appoints Jack G. Chalcraft sales manager of the vending division. ★ International Amusement and Scott-Crosse Companies renovate entire building. ★ MOA starts survey to compile City, County and State license fees. ★ Wurlitzer names Rock City Amusement Company, Nashville, Tenn., its distributor for Nashville territory. ★ Chicago License Committee okays cigarette vending in factories and business houses. ★ R. W. Wico, Chicago, appointed sales manager for Fisher Manufacturing and Sales Company of Tipton, Mo. ★ Iowa Music Operators form state organization. ★ Johnny Bilotta opens Monarch Music in Rochester, N. Y. ★ Fire at Purveyor Distributing Company, Chicago, causes large damage. ★ South Dakota phonograph operators plan public relations campaign. ★ Keeney introduces "Bikini Bowler." ★ Cleveland Phono operators honor Jack Cohen at surprise dinner. ★ Connecticut music operators vote to admit cigarette vendor operators into association. ★ Genco Manufacturing Company introduces rifle target, "Rifle Gallery." ★ Trade honors Mike Munves at UJA-Testimonial dinner. ★ Bally announces new in-line game "Hi-Fi." ★ J. H. Keeney names Minthorne, L. A. distributor. ★ Bricker in Senate and Keating in House offer Johnson Act amendments.

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★

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The Trade Association—Today's Style

WASHINGTON, D. C.—"Trade Associations are seldom featured in the daily press and their own publications have limited circulation as a rule, often reaching only their members", commented a national business publication. "Consequently the general public probably does not realize the growing importance of the functions performed by them in representing, advising, and helping to improve the business practices of their members", it continued.

Statistics show that during the past quarter of a century, the number of associations has doubled. The Department of Commerce reports that today there is approximately 12,000 associations, 1,600 national in scope.

The objectives of today's trade association movement are best summed up by the definition of a trade association given by the head of the Trade Association Division of the U.S. Department of Commerce, C. J. Judkins:

"A trade association is a voluntary non-profit organization of business competitors (usually in one branch of the manufacturing, distributing, or service fields), the objective of which is to assist its members and its industry in dealing with mutual business problems in several of the following areas—accounting practices, business ethics, commercial research, industrial research, standardization, statistics, trade promotion, and relations with the Government, with labor, and with the general public."

The national business publication, commenting on the above definition, observed: "Despite great differences in the nature and objectives of the trade associations, however, all have one significant identifying characteristic—they are co-operative organizations supported by competing business units, brought together by a mutuality of interests in a wide and steadily expanding field.

A survey by the Department, covering more than 500 trade associations indicates that the most nearly universal type of association activity is in the field of Government relations, including representation before legislative bodies, reports on legislative developments and administrative rulings. Next in line of functional importance come advertising, sales promotion and public relations. An outstanding post World War II development is the marked increase in the number of trade associations providing educational and training programs.

Here's a comment that all in the coin machine industry should remember for all time. "Evidently association activities cannot be performed as effectively by individual companies, if at all. This is especially true in regard to efforts to influence legislation. An organization that can speak for a large segment of an industry carries much more weight with legislators than representatives of a few interested companies. The cementing of good relations with the general public is also a task calling for united action. There is much less danger that an entire industry will be blamed for the anti-social practices of a few concerns, if that industry is adequately represented by a trade association whose members are pledged to observe ethical standards of business conduct."

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Congratulations, Cash Box, on your **12** *th anniversary*

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Manufacturing

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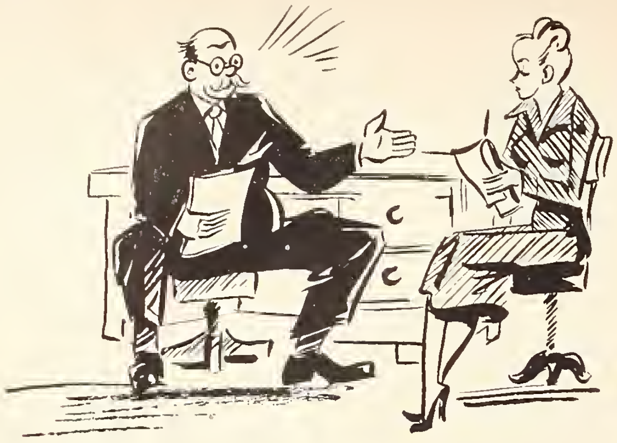

"The Old

THE CASH BOX' "20 Year Club" Memb
Years Of Experience In F

The old-timers—members of "The Cash Box' " "20 Year Club" once before, in the December 26, 1953 Issue of "The Cash Box," were given the opportunity to express themselves in print. Their messages, relating their experiences, hopes, desires and suggestions for the future, were so valuable to the coin machine industry, we herewith present two more pages of letters.

Once again, we point out that in these messages lies the answer to a better, greater and more prosperous industry for tomorrow. We earnestly suggest that they be given your most careful attention.

★

We went on dime play about a year ago. We lost some locations but our weekly gross went up about 20%. In the last six months we have compromised to the extent of giving 5 plays for 25c—1 for 10c. The greatest stumbling block in putting this over is not the customer, but the location owner. I suppose it is human, but the location owner is inclined to listen and take to heart the kickers though they are far outnumbered by those who accept the rise and say nothing. As near as I can figure, our music revenues have dropped about 18%, but the shuffle games, with no change in price, have fallen 36%. Therefore we know that dime play is helping us out and our locations are sharing in this benefit.

In territories that are well organized and have union affiliations, dime play should be pushed with vigor. Like coffee, a universal change would be entirely acceptable to the public and the play would quickly come back to normal. Why don't the player kick about the 10 cent shuffles. I have great respect for United in daring to come out with a 10 cent shuffle. Juke box manufacturers should do the same thing.

HENRY C. KNOBLAUCH
Glens Falls, New York

★

We should have a convention that takes in the entire industry. Music, records, amusement, vendors—all in one show.

BILL MILLER
Grand Rapids, Mich.

★

Business could be bettered if more machines were made with lasting appeal. . . . I think the "20 Year Club" could help the industry if it would give special recognition to 50-year men, 40-year men, 30-year men. . . . I'd like to see the annual conventions with more color, zip, surprise and joie de vivre. . . . The nickel is outmoded. The answer is 10c play and front money. . . . I'm in favor of a "School for Mechanics" and a "Public Relations Bureau" if the latter could be subsidized into a five-year project.

JAMES T. MANGAN
Chicago, Ill.

★

I'd like to see more 5 ball games for us in the Maritime Provinces of Canada. I'd also like to get together with the "20 Year Club" members once in a while to discuss conditions.

LEBARON A. REID
Moncton, New Brunswick
Canada

★

The factory should have more contact men in touch with the operator so that mutual problems can be worked out. They should help an operator derive a better income from his machines. A healthy and prosperous operator makes a healthy and prosperous distributor and in turn the factory.

SEYMOUR POLLAK
Tarrytown, N.Y.

★

In order to make the operator's business better, more efficient, more profitable etc., he must first understand the industry as a whole and then his own particular business, which unfortunately many do not.

Taking in a lot of money in the cash box does not necessarily mean that he is making money. Today more than ever OVERHEAD is the most deciding factor and if he can analyze this properly, taking into consideration that Commissions are a large part of overhead and should be held at a minimum, he could turn loss or the break even point into PROFIT.

Talking with other operators and leaders in the industry also discussing various methods on how they do business and many other common problems can help an operator immeasurably. Exchanging ideas is most important to managing a successful operation or business.

This is just another reason why I am so highly in favor of not only holding annual conventions but also semiannual regional and local meetings. I would like to see all coin machine industry conventions and shows held in the same city and at the same time even though they be held at different hotels and headquarters. This is a must and is bound to come eventually as all operations today are rapidly becoming diversified, so let's face it.

BEN D. PALASTRANT
Boston, Mass.

★

Our business can be bettered, made more efficient and more profitable by a public relations committee to bring the operator and the public closer together on dime play. Ten cent play is the operators' only salvation in view of today's high operating costs.

We should have a national school for mechanics with graduates receiving a diploma such as awarded by the Automobile industry.

VIC BRAY
Miami, Fla.

★

Believe the "20 Year Club" should sponsor regional conventions to speak to operators and give them the benefit of their experience.

M. S. HILLMAN
Fall River, Mass.

★

I'd like to see a national School for Mecanhics.

M. S. GISSER
Cleveland, Ohio

★

Local and State taxes are too severe. A tax council and public relations bureau would help no end.

IRVIN W. WEILER
Kansas City, Mo.

★

Dime play is rough in our territory but I go along with front money. It should range from $3.00 per machine and up.

T. M. WELSH
New Orleans, La.

Timer Talks"

Give Industry Benefit Of Their Many wing Important Messages

★

It is my firm belief that the various manufacturers of Music and Amusement equipment are sufficiently alert with new ideas, new features and new items to keep the public interest stimulated and alive.

Business can be bettered, made more efficient and more profitable only when the operator comes to a full realization that his future in the coin machine business is at a precarious point, unless some drastic reforms are undertaken by himself to correct some of the evils he has helped to create. Reference is made to the individual who feels that his problems are unique; that his expense of operating is less than his competitor and he can, therefore, give greater commissions and better equipment than the next fellow, and still operate on a nickel profitably.

When tax collection agencies start looking for additional revenue on a local scale, long experience has shown that they can expect little or no opposition from the coin machine operator since he is unorganized and therefore presents no problem when election time comes around. It should be the ambition and duty of every operator to support, physically and financially, a National Tax Council. Only in this way will Mr. Average Operator be in a position to cope with discriminatory and abortive attempts to tax him out of business.

Fortunate indeed is the growing tendency and realization among operators all over the country that their individual problems are not unique. That ours are a mutual concern in any segment of the industry whenever something detrimental occurs, be it at the operating, distributing or manufacturing level.

BILL WHITCOMB
Jacksonville, Fla.

★

Our big advances would be front money and dime play. The sooner the better. I'd also like to see the new games spaced a little farther apart.

JOHN S. COLUCCI
Waterbury, Conn.

★

The music operator needs a small counter machine in order to augment his collections. The same collector and service man can be utilized without additional overhead. The 5c play cannot cover the cost of equipment at today's prices.

I'd like to see one convention for the entire coin machine industry and its affiliations.

WM. (Little Napoleon) BLATT
Miami, Fla.

★

Pinball machines should have rubber legs and a chair that comes out of the bottom so that the player can sit down. The sides where the flipper buttons are should have handle bars. A record should announce, "Don't push so hard" when the player tilts. Also should have a bell ring at "tilt" so that it sounds like the end of a round at a fight.

EDMUND PETROCINE
Miami, Fla.

★

With reference to the attached, I feel constrained to write in more detail about the issue of ten cent play and the issue of Front Money, or a better commission arrangement with the location than a fifty-fifty split.

In connection with ten cent play, we already have our route of in excess of one hundred phonographs about 95% on ten cent play, three for a quarter. This was started about four years ago, with the advent of multiple selection equipment, and we experienced very little opposition from our customers. The method we employed was to make the transition from nickel play to ten cent play at the time of the installation of a new phonograph, with an explanation to our customer in each instance of the necessity therefor, and, when opposition was encountered, asking to be allowed to try it for a reasonable period and see what the result would be. We have never reverted from ten cent play to nickel play in any location. This has been accomplished in spite of an extreme reluctance on the part of our competitors to make any change from nickel play and has, in fact, caused locations in some instances being served by a competitor to insist that his operator change his equipment to ten cent play.

In connection with the issue of a better commission, we have very successfully accomplished an arrangement with many of our locations whereby we receive considerably better than a fifty-fifty split on the collections. We are receiving sixty per cent of some collections, Front Money from others, and exact a minimum weekly guarantee from many others. We are having no difficulty maintaining our advances in this direction, in spite of an almost complete lack of cooperation from competition in this same regard. We are certain that these arrangements can, in most cases, be very easily made, particularly at the time new equipment is installed, by employing the right approach in discussing the matter with the location and being certain you have made the location clearly understand that you are not trying "to do something to him," but that you must have the additional revenue in order to continue to serve him properly. It's easy! It just takes a little "guts."

The moral in the above can be stated simply. If one operation alone, without cooperation, can accomplish the above then certainly the others in the same territory can much more easily now do the same thing; and, with cooperation and understanding of one another's mutual problems in this same respect carry out a program of even better advantage to the operators in arranging better Front Money deals, fairer minimums, etc., and in going further to get those recalcitrant locations in line also.

There is none so blind as he who will not see.

O. J. MULLININX, Jr.
Savannah, Ga.

★

Since you seem to be bending over backward to help the industry, I would like to offer the suggestion that you stimulate the desire of the collector and service man to submit their ideas on both new games and new kinks for current games.

The idea is this—develop one page of each issue of "The Cash Box" to publicizing the "Best Idea" (in the opinion of judges appointed by your organization) sent in. Any idea that is used by you wins for the sender one year's subscription to "The Cash Box."

If this idea is picked up by any of your advertisers and put to practical use, they will pay to the sender $100, or preferably $500.

I think this would create a new interest in the business.

DUKE LUKER
Miami, Fla.

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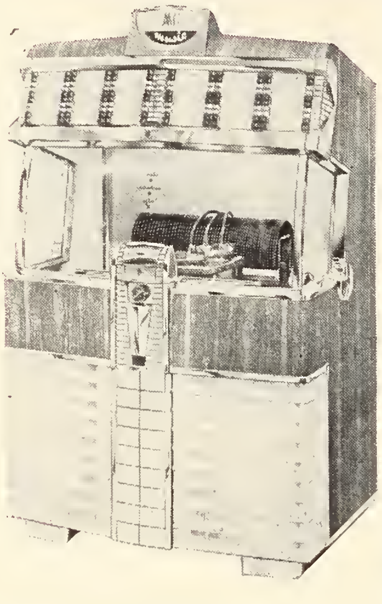

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CALDERON DITRIBUTING
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CANE MUSIC DISTRIB. CO.
2922 W. Pico Blvd.
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CAPITOL MUSIC DISTRIBUTING CO.
135 East Amite St.
JACKSON, MISS.

COIN AUTOMATIC MUSIC
241 W. Main St.
JOHNSON CITY, TENN.

CONRAD SALES
49 W. Tupper St.
BUFFALO, N. Y.

DIXON DISTRIBUTING CORP.
3808 Southern Blvd.
YOUNGSTOWN, O.

EASTERN VENDING SALES CO., INC.
940 Linden Ave.
BALTIMORE, MD.

FABIANO AMUSEMENT CO.
208 E. Dewey Ave.
BUCHANAN, MICH.

FRANCO DISTRIBUTING CO.
24 North Perry
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FT. WORTH AMUSEMENT CO.
2427 Forest Park Blvd.
FT. WORTH, TEXAS

GILBERT MUSIC CO.
108 South Center
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H & H MUSIC
1626 3rd Ave.
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HUEY DISTRIBUTING CO., INC.
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1946 University Ave.
ST. PAUL 4, MINN.

LAKE CITY AMUSEMENT CO.
4533 Payne Ave.
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1635 Fifth Ave.
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MODERN DISTRIBUTING CO.
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On Your
12th
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Our most sincere wishes for your continued success and prosperity, and may you enjoy many, many more grand, great and gorgeous progressive anniversaries.

You are truly our industry's publication.

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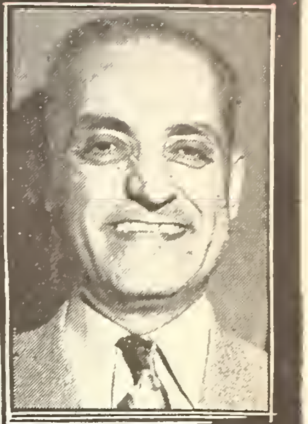
(All phones; HEnderson 1-7577)



Congratulations on your Twelfth Anniversary

WE WANT to take this opportunity to also congratulate you for your constant efforts in behalf of the entire industry to help bring about a better understanding of our business so that one and all can enjoy a fine livelihood and continued better progress. The Cash Box has done a very great job for all operators.

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ROCK-OLA:

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AMI:

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HIGH SCORE LEAGUE BOWLER	49.50
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On Its Twelfth Anniversary

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Distributors

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1074 Union Ave.
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DAVIS DISTRIBUTING CORP.
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R. F. JONES CO.
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R. F. JONES CO.
1314 Pearl St.
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S. L. LONDON MUSIC CO., INC.
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MUSIC SYSTEMS, INC.
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MUSIC SYSTEMS, INC.
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SHAFFER MUSIC CO.
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SHAFFER MUSIC CO.
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SHAFFER MUSIC CO.
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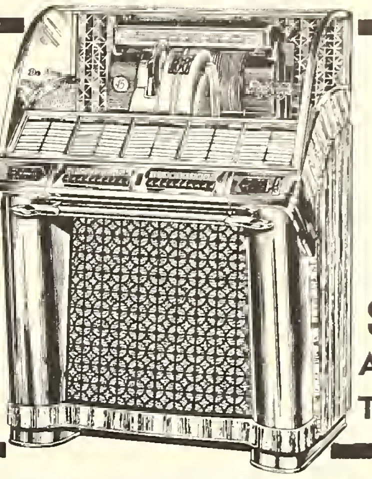

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On Its
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PHONOGRAPHS (continued)

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COMMERCIAL MUSIC CO., INC.
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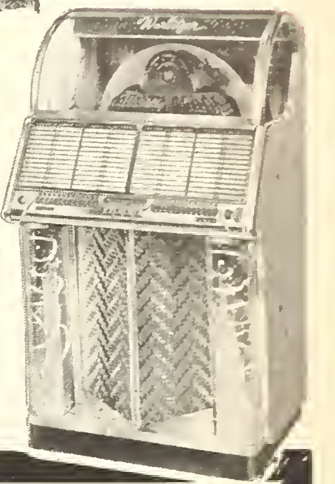

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Sincerest and Best Wishes
to
THE CASH BOX
On Its 12th Anniversary
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NEW YORK, N. Y.
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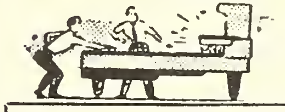

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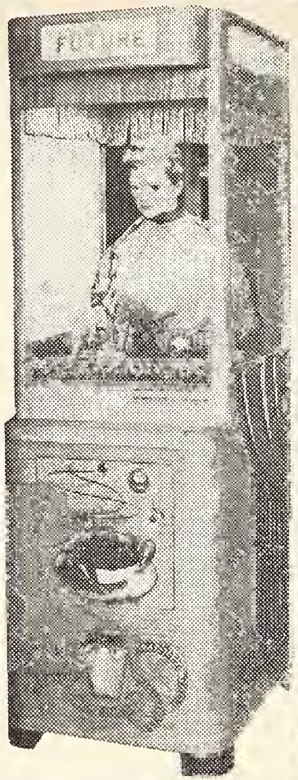

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Louis Boasberg

SAYS:

don't accept our word, but ask any operator or distributor who has purchased a NEW ORLEANS NOVELTY COMPANY used game (our used games are off of our own route, taken care of by factory-trained mechanics while on location), and he will tell you that our games are the finest used games on the market. Before any game leaves 115 Magazine Street, said game must be thoroughly checked in the following ways:

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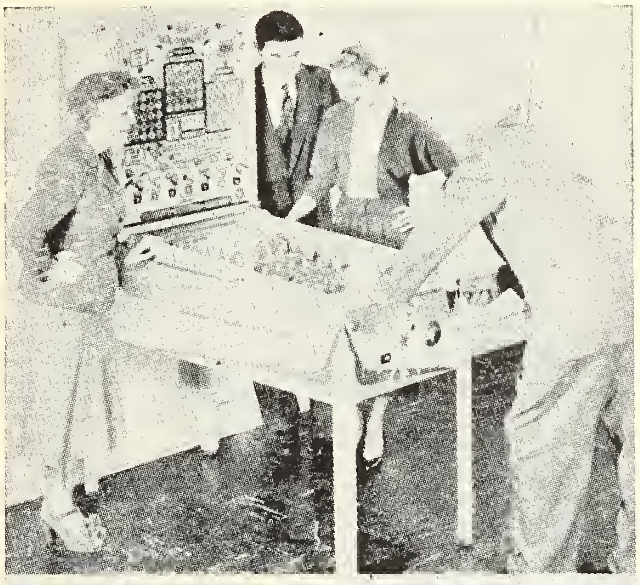
Public Relations: (Reprinted From April 3, 1954 Issue)

Bally Offers Ad Copy For Ops Public Relations Program

CHICAGO—In the February 6, 1954 issue of *The Cash Box*, Herb Jones, vice president of Bally Manufacturing Company, this city, presented a program for public relations.

Jones has prepared a most wonderful ad for the use of operators in their local press, or which they can pass along to citizens in their communities. Bally is furnishing printing plates or mats free to operators or associations of operators.

Reproduced below is the ad:



Good Fun
FOR GOOD NEIGHBORS

You play pinball-games in the cozy little neighborhood spots where neighbors meet for a friendly glass and a bit of neighborhood news.

My business is to pick out amusement-games I think you'll enjoy. I invest in coin-operated games, place them where they're handy for you, hire skilled electricians to keep them in good working order. I pay rent for the space by giving the owner of the establishment a share of the coins you deposit in my games.

I don't know why or when the custom started that you deposit coins in amusement-games—like you do when you use a public telephone—instead of buying tickets from the management—like you do when you go to the movies. But that's the way it is, and I guess you figure you get your money's worth in fun, because I am making a living.

Sure, I make money. But, like the fellow said, "Is that bad?" I support my family. Spend my money in this community. Pay taxes. Give to charity. Help every worthwhile cause I can. And—with your help—I help give jobs to the thousand of men and women in the factories that make coin-operated games and the glass, wood, copper, steel and so forth that go into those games.

I like my business, so I hope you keep on liking the service I give. I like the living I earn. I like the people I meet. And even if it does sound sentimental . . . I like to bring good fun to good neighbors.

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Vince Shay

Congratulations on your 12th Year
Charley Ewing
Automatic Amusement Co., Evansville, Indiana

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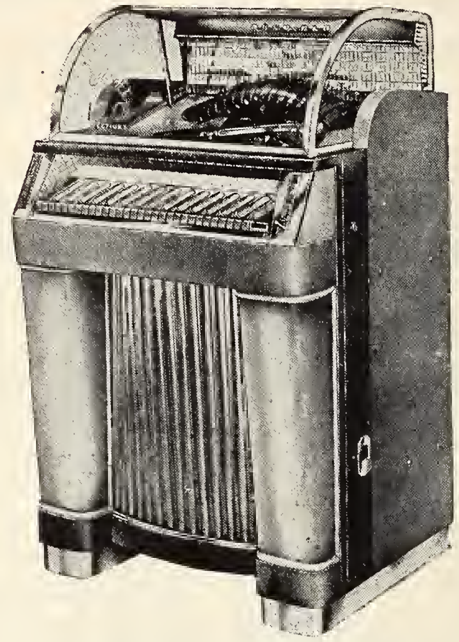

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Frank Thorwald, 2415 Stuart Ct.

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Reliable Coin Machine Co., 184 Windsor St.

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Wolfe Dist. Co., 459 Riverside Ave.

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Allied Coin Mach. Co., 766 Milwaukee Ave.
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Connelly Bros., 402½ W. Main St.
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Midwest Dist. Co., 208 W. Madison St.

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KENTUCKY

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Southern Automatic Music Co., Inc., 1535 Delaware Ave.

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Southern Automatic Music Co., Inc., 735 S. Brooks St.
S. L. Stiebel Co., Inc., 635 W. Main St.

LOUISIANA

Gretna

Huey Dist. Co., Inc., 335 Huey P. Long Ave.

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Airline Cigarette Service, 3758 Airline Highway
A. M. Amusement Co., 1049 Baronne St.
C. & M. Specialty Co., 832 Camp St.
Crown Novelty Co., Inc., 920 Howard Ave.
Dixie Coin Machine Co., 122 N. Broad St.
The Double A Amuse. Co., 341 N. Galvez St.
F. A. B. Dist. Co., 1019 Baronne St.
General Dist. Co., 1609 Orleans Ave.
Albert Huffine, 3757 Air Line Highway
Lynch & Zander, 832 Baronne St.
New Orleans Novelty Co., 115 Magazine St.
J. H. Peres Dist. Co., 922 Poydras St.
Southern C. M. Exch., 3757 Airline Hw.

Shreveport

Bruce Music & Vend. Service, 1601 Pierre Ave.
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Slidell

O. K. Dist. Co., 3000 William Tell St.

MARYLAND

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Arundel Amusement Co., 418 Third St.

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Chris Novelty Co., 806 St. Paul St.
Double U Sales Corp., 1101 Cathedral St.
East Coast Music Co., 700 S. Hanover St.
Eastern Vend. Sales Co., Inc., 940 Linden Ave.
General Vending Sales Corp., Howard and Biddle Sts.
Hub Enterprises, Inc., 32 S. Charles St.
Roy McGinnis Co., 2011 Maryland Ave.
Musical Sales Co., 140 W. Mt. Royal Ave.
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Uni-Con Dist. Co., 3410 Main St.
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Arrow Nov. Co., Inc., 2852 Sidney St.
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Coinman Leading Citizen Of Community

T. R. "Dink" Styers Awarded Plaque For Outstanding Services

WINSTON-SALEM, N. C.—One of the most important functions of coinmen thruout the nation, as is well known, is to acquire good public relations. Because of irresponsible news stories and articles in the public press, by know-nothing writers, who grab at sensationalism, without devoting any effort to check their information, the coin machine industry has been done considerable harm. It is up to the members of the industry themselves (as well undertaking a concerted effort as a whole thru a "Public Relations Council" as often editorialized in **The Cash Box**) to reach the general public with their story.

Several weeks ago, **T. R.** (Dink) Styers, one of the south's leading operators, and a member of **The Cash Box** "20 Year Club," received a plaque in recognition and appreciation of his outstanding community services in 1953-54 from the Mineral Springs Civic Club. The award was presented by the principal of the Summit School. Several other leaders of the community praised the social and charitable deeds of Dink Styers.

Appreciating the great work accomplished by Styers, **The Cash Box** asked him to outline his history and activities. We reprint herewith Styers' letter, with the comment that it would serve the coin machine industry well, if others would undertake similar activities:

My birthplace is near Winston-Salem and I have spent my entire life in the community where I was born. I am fifty-four years of age and have been in the coin machine business continuously for about a quarter of a century. I built in my basement the first miniature pool tables that I operated in 1930. Shortly thereafter I purchased a Mills five-cent slot machine and in the years following I used large numbers of slots manufactured by Jennings, Pace, Watling and Mills. My most enjoyable operating years were during the depression even though money was not plentiful during this period. There were few licenses to buy and taxes were small. Competition was at a minimum. Through the years my organization has kept in step with progress purchasing the latest in slots, pin games and consoles. We have used Bally Pin Games, mostly one-balls, in about seventy-five per cent of our operation. We have found these games to be the most practical and best earners in the industry. We have also used a large number of Bally Consoles which were very good. In the slot machine field, we used Mills equipment primarily.

We operated some type of game almost continually from the inception of the business until about three years ago. At that time our pin ball operation was discontinued. At the present time we are operating mostly music machines and coin-operated pool tables.

T. R. (Dink) Styers (right) received plaque from R. T. Casey, president of the Mineral Springs Civic Club for his community services in 1953-54.

I often reflect on the past of the coin machine industry and the security it offered in the past. Then I look to the present and the future and ask myself if there is any difference between then and now. I can only conclude that there is a big difference. Today the operator is faced with extremely high priced machines, high taxes, and small takes. The operators have no organization, refuse to organize, refuse to cooperate for the best interest of the industry, and are eternally trying to see who can give the largest commissions and cut the other operators' throats. These operators seldom make any money, are here today and gone tomorrow, but there are always others to take the place of those who go. Too many operators, particularly the newer operators, cannot see that cooperation is essential if a profitable operation for all is to endure; they prefer to go along "dog-eat-dog."

I have always felt, and have tried to conduct my business accordingly, that a successful operator—really successful in ways other than making money—has to put something back into the community or communities in which he is conducting his business. If the operator would spend more time in community and civic work and try to create better relations between the operator and the leaders in the communty, rather than slipping around trying to dissatisfy the merchant who has another operator's machine by criticizing the operator's equipment and service, the operators concerned and the industry in general would benefit and prosper. Competition is good and even essential but, in the coin machine business more than in any other business, the competition should be clean. The business should, at all times be conducted in an honorable manner and upon a high plane.

My wife and I built and moved into our home where we now live in the year of 1927. We have two sons, the elder Robert L., age 25, is an attorney practicing in Winston-Salem and the younger, Tom, age 16, is a high school student.

We have a large shop and store room on the rear of the lot from which we have operated our business through the years. As our business has grown we have enlarged our shop and storage facilities to meet our needs. Many of the miniature pool tables and larger tables in our operation were built in these shops to our own design.

During the past several years much of my time has been devoted to community and civic projects. I have been Chairman of the Democratic Precinct Committee in my precinct for many years. It has been my pleasure to serve on the School Committee of our Mineral Springs High School for sometime and I have recently been reappointed for a five-year term. The Mineral Springs High School consists of four units and is the largest consolidated school in the world.

Our residential community is outside the area served by the Fire Department of the City of Winston-Salem. Our community was in dire need of some form of fire protection. Two years ago I organized a Volunteer Fire Department and we raised approximately Twenty-Five Thousand Dollars with which to purchase a modern up-to-date fire truck, build a permanent fire house, and purchase the land upon which to locate the fire house. The fire house has just been completed and the Fire Department is the pride of the community. I have served as president of the Volunteer Fire Department for two years and have just been re-elected.

Our county schools were in need of a summer recreation program of constructive activities for the students. I am pleased that I was able to have a large part in bringing such a program into the school system. I have served as County Chairman of the Forsyth County Recreation Committee for many years and I am also a member of the Forsyth County Leisure Time Committee, which is a branch of the United Fund.

I was instrumental in organizing the Ogburn Station Fire and Police Protective Association and I am a past president of this organization. We employ a full time law enforcement officer to protect our property and business in this suburb of Winston-Salem.

I am a charter member of the Mineral Springs Mens Civic Club and have served two terms as president.

I have been very active in the interest of our Mineral Springs High School Band. Our band had inadequate uniforms for parades and concerts so I organized a drive which was successful in raising $3,450. with which to purchase uniforms for our high school band. Later I was instrumental in organizing a Band Parent's Association of which I have served as president. We felt the need for a Band Bus and conducted a drive to raise money to purchase a suitable bus. We raised over $3,000. with which to purchase a good used Greyhound Bus and outfit it for the use of the band. We have a very outstanding band in our school which has received national recognition.

It has been my policy to never say "No" to a community project when my services were needed.

My principal hobby, as you can probably guess, is my civic work which I feel is a stake in the future as it is certain to make my community and my country a better place in which to live. I also enjoy hunting deer, waterfowl and quail.

Thank you for the privilege of writing this letter to you. I believe that the old timers in the industry will agree that the principles upon which I have built my business is the best way and the only way that the coin machine operator can expect to enjoy a long and satisfactory business career in his community.

In addition to the organizations hereinbefore mentioned I am a member of the Elks, The North Carolina Wildlife Society, and the Winston-Salem Chamber of Commerce and Auxiliary Police.

Most of my friends in the coin machine industry will know me best by my nick-name "Dink". In fact, it is most unusual for anyone to call me by any other.

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SAN ANTONIO, TEXAS

JOBBERS and DISTRIBUTORS

(LISTED BY STATES)

NEVADA

Reno

Rex Distrib. Co., 128 E. 2nd St.

NEW JERSEY

Cliffside

Palisades Specialties Co., 498 Anderson Ave.

Elizabeth

Seacoast Dists., Inc., 1200 North Ave.

Newark

Ajax Dist. Co., 123 W. Runyon St.
Atlantic New York Corp., 772 High St.
Dierickx Vending Co., 107 Cedar Ave.
Irving Morris, Inc., 47 Stanton St.
Runyon Sales Co., 221 Frelinghuysen Ave.

Trenton

Runyon Sales Co., 354 So. Warren St.

Union City

H. Betti & Sons, Inc., 1706 Manhattan Ave.

NEW YORK

Albany

Bilotta Dist. Co., 1120 Broadway
Davis Dist. Co., 1056 Broadway
Olshein Dist. Co., 1100-02 Broadway
Universal Vendors, 788 Broadway

Binghamton

Binghamton Amusement Co., Inc., 221 Main St.

Brooklyn

American Vending Co., 2684 Coney Island Ave.
Herman Dist. Co., Inc., 1505 Coney Island Ave.
Northwestern Sales & Service, 4105 Sixteenth Ave.
Pioneer Vending Service, 461 Sackman St.
J. Schoenbach, 1647 Bedford Ave.
Uneeda Vending Service, 166 Clymer St.

Buffalo

Century Distributors, Inc., 1221-23 Main St.
Conrad Sales, 49 W. Tupper St.
Davis Dist. Corp., 875 Main St.
Sheldon Sales, Inc., 881 Main St.
N. J. Steinke Co., 20 E. Tupper St.

Elmira

Jov Automatic Phonograph Co., 108 E. Church St.

Glasco

Greco Bros.

Glen Falls

Henry C. Knoblauch & Sons, 51 Warren St.
Witham Enterprises & Asso., 20 Cunningham Ave.

Merrick

Nat'l Novelty Co., 183 E. Merrick Rd.

Newark

Bilotta Dist. Co., 224 N. Main

New York

Albert Simon, Inc., 587 Tenth Ave.
Atlantic New York Corp., 583 Tenth Ave.
Herman Distributing Co., 615 Tenth Ave.
Koeppel Dist. Co., 629 Tenth Ave.
Dave Lowy & Co., 592 Tenth Ave.
Mike Munves Corp., 577 Tenth Ave.
National Amuse. Co., 585 Tenth Ave.
Northwestern Sales & Service Co., 446 W. 36th St.
Riteway Mfg. & Sales Co., 631 Tenth Ave.
Runyon Sales Co., 593 Tenth Ave.
Seaboard New York Corp., 583 Tenth Ave.
Seacoast Dist. Co., 594 Tenth Ave.
Simon Sales, Inc., 627 Tenth Ave.
West Side Dist. Corp., 612 Tenth Ave.
Young Dist., Inc., 599 Tenth Ave.

Poughkeepsie

Square Amusement Co., 88 Main St.

Rochester

Davis Dist. Corp., 317 Alexander St.
Kertman Sales Corp., 555 Clinton Ave., N.

Schenectady

Mohawk Skill Games Co., 67 Swaggertown Rd.

Syracuse

Bailie Dist. Co., 647 So. West St.
Davis Dist. Corp., 738 Erie Blvd., E.
Rex C. M. Dist. Co., 821 S. Salina St.

NORTH CAROLINA

Charlotte

Brady Dist. Co., 522 E. Trade St.
LeStourgeon Dist. Co., Inc., 2828 South Blvd.
Music Distrib., Inc., 801 S. Cedar St.

Durham

Steel Music Co., 218 E. Parrish St.

Fayetteville

Music Dists., Inc., 213 Franklin St.

Greensboro

W. R. Deaton, 2204 W. Market St.

Raleigh

Bishop Music Co., 117-19 E. Morgan St.

OHIO

Bridgeport

Automatic Music Co., 703 Main St.

Byesville

V. Yontz Sales Co.

Canton

Stark Novelty Co., 2429 7th N. W.

Cincinnati

Globe Games Co., 1230 Walnut St.
Marmer Dist. Co., 300 W. Court St.
Ohio Specialty Co., 29 W. Court St.
Shaffer Music Co., 1200 Walnut St.
Sicking, Inc., 1401 Central Parkway
Southern Automatic Music Co., Inc., 1000 Broadway
T & L Dist. Co., 1663 Central Parkway
Westerhaus Corp., 3726 Kessen Ave.

Cleveland

L. H. Cantor, Inc., 11219 Superior Ave.
Cleveland Coin Machine Exch., Inc., 2029 Prospect Ave.
Lake City Amusement Co., 4533 Payne Ave.
Lief Music Dist. Co., 1640 Payne Ave.
The Markepp Co., 4310 Carnegie Ave.
Monroe Coin Machine Dists., Inc., 2423 Payne Ave.
Music Systems, Inc., 2600 Euclid Ave.
Northern Music, Inc., 2006 Prospect Ave.

Columbus

Central Ohio Coin Machine Exch., 525 S. High St.
Shaffer Music Co., 849 N. High St.
University C. M. Exch., 854 N. High St.

Lorain

Garfoto, Inc., 639 Broadway

Portsmouth

K. T. Enterprises, 514 Second St.

Toledo

Cleveland C. M. Exch., Inc., 1827 Adams St.
Music Systems, Inc., 1302 Jackson Ave.
Toledo Coin Machine Exch., 814 Summit St.

Youngstown

Dixon Dist. Corp., P. O. Box 2660

OKLAHOMA

Oklahoma City

Atkins Music Co., 233 S. W. 29th St.
Boyle Amusement Co., 522 N. W. Third St.
Copeland Dists., Inc., 900 N. Western
Culp Dist. Co., Inc., 614 W. Grand
Dickson Dist. Co., 631 W. California Ave.
H. W. Dolph Dist. Co., 625 N. Broadway
Rice Music Co., 24 W. California

Tulsa

H. W. Dolph Dist. Co., 2239 E. 6th St.
Wilson Distrib. Co., 16 N. Main St.

OREGON

Portland

Dunis Dist. Co., 1003 S. W. Front Ave.
R. F. Jones Co., 1200 S. E. Morrison
Welsh Music Co., 321 S. E. Hawthorne
Western Dists., 1226 S. W. 16th St.

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to
The Cash Box
on your
12th Anniversary
from

Mike Dale

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PENNSYLVANIA

Erie
Mickey Anderson, 314 E. 11th St.

Lansdowne
Roy Torr, 30 Runnemede Ave.

Moosic
Sterling Service, Rocky Glen Park

Philadelphia
Active Amusement Machine Co., 666 N. Broad St.
Atlantic Pa. Corp., 334 N. Broad St.
Banner Specialty Co., 199 W. Girard Ave.
Block Marble Co., 1425 N. Broad St.
Central Vend. Mach. Ser. Co., 3967 Parrish St.
General Coin Machine Co., 225 N. 9th St.
International Amuse. Co., 1423 Spring Garden St.
Lehigh Specialty Co., 826 N. Broad St.
Phila. Coin Machine Exch., Inc., 844 N. Broad St.
Rake Coin Machine Exch., 609 Spring Garden St.
David Rosen, Inc., 855 N. Broad St.
Scott-Crosse Co., 1423 Spring Garden St.
S & K Dist. Co., 808 N. Broad St.
Veedco Sales Co., 2124 Market St.

Pittsburgh
Atlas Novelty Co., 2217-2219 Fifth Ave.
Automatic Photo Co., 5625 Beacon St.
Banner Specialty Co., 1508 Fifth Ave.
Coin Machine Dist. Co., 500 N. Craig St.
B. D. Lazar Co., 1635 Fifth Ave.
Music Dist. Co., 2001 Fifth Ave.
Oak Sales Co., 2033 Fifth Ave.
Pittsburgh Coin Machine Exch., 2203 Fifth Ave.

Wilkes-Barre
Roth Novelty Co., 54 N. Pennsylvania Ave.

Williamsport
Williamsport Electronics and Television Co., 233-35 W. Third St.

SOUTH CAROLINA

Columbia
F. A. B. Dist. Co., 911 Gervais St.
T. B. Holliday Co., 727 Main St.
Sparks Specialty Co., 2608 Main St.

Darlington
Darlington Music Co., 132 N. Main St.

Greenwood
Greenwood Music Co., 220 N. Main St.

TENNESSEE

Chattanooga
Chattanooga C. M. Co., 1806 Rossville Ave.
Dixie Amusement Co., 912 Houston St.
Sadikoff Sales Co., 114 W. 7th St.
Shearer Amusement Co., 140 N. Market St.

Memphis
S. & M. Sales Co., 1074 Union Ave.
Southern Amusement Co., 628 Madison Ave.
Williams Dist. Co., 1117 Union Ave.

Nashville
Hermitage Music Co., 74 Lafayette St.
Parker Dist. Co., 311 Eighth Ave. S.
Rock City Amusement Co., 125 Sixth Ave., N.
Sanders Dist. Co., 415 Fourth Ave. S.
S. L. Stiebel Co., 313 7th Ave., S.
Frank Swartz Sales Co., 515-A Fourth Ave., S.
Rock City Amuse. Co., 108 Lafayette St.

TEXAS

Amarillo
Rutherford Enterprises, P. O. Box 2347

Dallas
Ed Brown, Inc., 2808 McKinney
Commercial Music Co., 1501 Dragon St.
General Dist. Co., 2814 Main St.
S. H. Lynch & Co., 2900 Gaston Ave.
National Sales & Dist. Co., 416 S. St. Paul
State Music Dist., 3100 Main St.
Walbox Distrib. Co., 3909 Main St.

Fort Worth
Fort Worth Amusement Co., 2427 Forest Park Blvd.

Galveston
Galveston Nov. Co., 2005 23rd St.

Houston
Amusement Equip. Sales Co., P. O. Box 11173
S. H. Lynch & Co., 910 Calhoun St.
Steele Dist. Co., Inc., 3300 Louisiana St.
R. Warncke Co., 3445 Leeland Ave.

Mineral Wells
Wallace Dist. Co., 205 N. E. First Ave.

San Antonio
Commercial Music Co., Inc., 1415 So. Flores St.
S. H. Lynch & Co., 414 Dolorosa
Pan American Sales Co., Inc., 323 S. Alamo
United Amuse. Co., 430 N. Main St.
R. Warncke Co., 121 Navarro Ave.

UTAH

Provo
Knudsen Music Co., Inc., 287 North 3E

Salt Lake City
R. J. Jones Co., 127 E. Second, S.
Rainbow Dist. Co., 1475 S. Main
Dan Stewart Co., 140 E. Second South St.
Stewart Nov. Co., 2200 Oneida St.
Western States Dists., 177 E. 2nd So. St.

VIRGINIA

Portsmouth
O'Connor Vending Machine Co., 400 Water St.

Richmond
Musical Sales Co., 415 W. Broad St.
O'Connor Vending Machine Co., 2318 W. Main St.
Roanoke Vend. Mach. Exch., Inc., 4930 W. Broad St.
Wertz Music Supply Co., 1013 E. Cary St.

WASHINGTON

Seattle
Dunis Dist. Co., 100 Elliott St., W.
R. F. Jones Co., 2600 Second Ave.
Northwest Sales Co., 3150 Elliott Ave.
Puget Sound Novelty Co., 114 Elliott Ave., W.
Western Dists., 3126 Elliott Ave.

Spokane
Dunis Dist. Co., West 906 W. Second Ave.
System Amuse. Co., 810 2nd Ave., W.

Tacoma
Stanley Amusement Co., 1523 Broadway

WEST VIRGINIA

Charleston
Cruze Dist. Co., Inc., 105 Virginia St., W.
Roanoke Vend. Mach. Ex., 118 W. Washington St.

Fairmont
Mid State Dist. of W. Va., 1122 Fairmont

Martinsburg
Hutzler Vend. Mach. Co., 900 Winchester Ave.

Wheeling
Allan Sales, Inc., 928 Market St.
Tri-State Amusement, 149 18th St.
Wheeling Coin Machine Exch., 2916 Eoff

WISCONSIN

Beloit
Dan Savage Nov. Co., 940 Elm

Green Bay
Bookmeier Sales Co., 148 So. Chestnut St.
Feef Coin Mach. Exch., 1664 Morrow St.
Union Sales Co., 409 N. Adams St.

Milwaukee
Badger Novelty Co., 2546 N. 30th St.
General Novelty Co., 521 N. 16th St.
Hastings Dist. Co., 6100 W. Bluemound Rd.
S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
Mitchell Novelty Co., 3506 W. National Ave.
Paster Dist. Co., 2606 W. Fond du lac.
United, Inc., 4227 W. Vliet St.
Zak, Donald, 3119 So. 54th St.

Sheboygan
Anthony Hirt, 2420 No. 8th St.

NOTICE

JOBBERS and DISTRIBUTORS

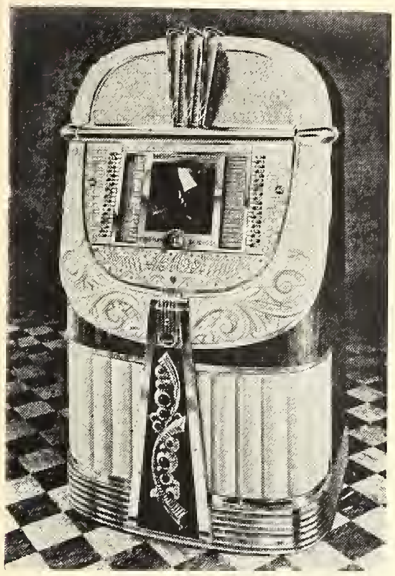
If your name has not been included in these lists, the omission is unintentional. If you will notify us, we shall list it in the next issue.

THE CASH BOX
26 West 47th Street, New York 36, N. Y.

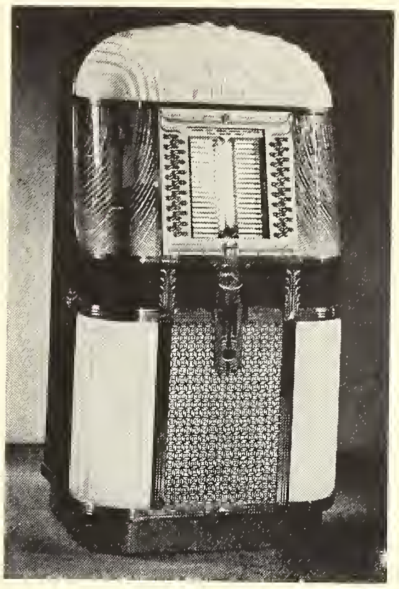
AMI

Post-War Phonographs

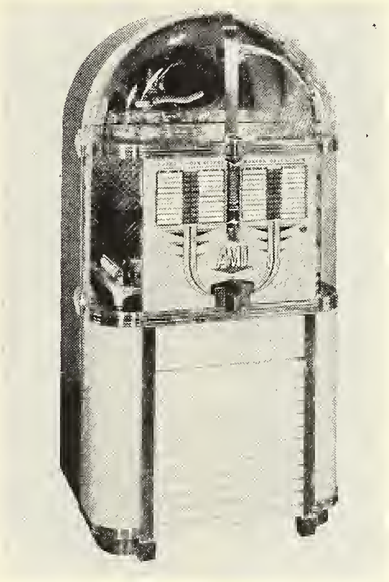
(Published As A Service To The Trade To Help Identify Each Model)



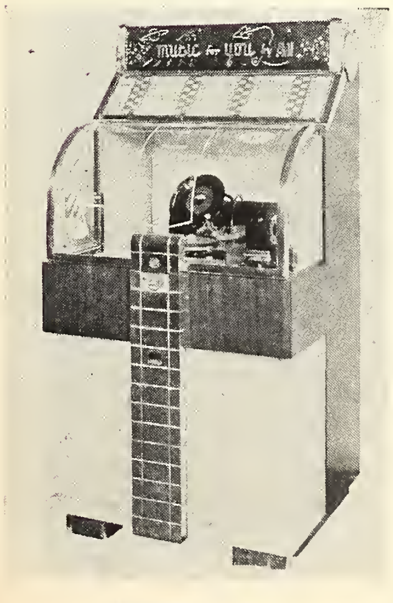
Model "A"
(1946—40 Selections—78 rpm)



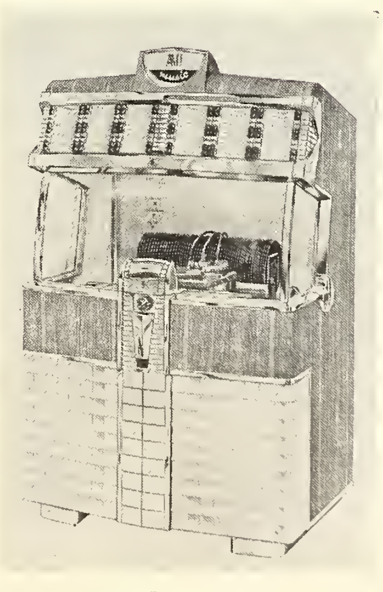
Model "B"
(1948—40 Selections—78 rpm)



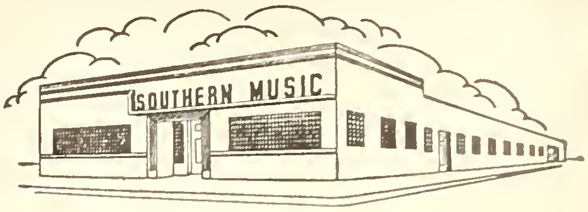
Model "C"
(1950—40 Selections—78 rpm)



Model "D"
1951—40 Selections—78 rpm
—80 Selections—45 rpm



Model "E"
1953—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm



Congratulations to Bill Gersh and his staff on their 12th anniversary, from the entire Southern Music Company organization on our 19th anniversary.

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Frances H. Rood
H. F. Trippe
Leroy H. Rheney
Christine F. Scarboro
J. B. Cashion
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Lonnie S. Cornelius, Sr.
Betty J. Eckman
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Harold D. Hunter
E. L. Munson
R. C. Odem
Leroy Pledge
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E. H. Bark
Phillip W. Gross
Virginia Lassiter
Patience Martindale
Audrey Williams
Anna Mae Anderson
Arthur Green
John H. Peterson
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Blue Mirror Squares for Seeburg 46, 47, 48. Each sq.	1c
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EVANS

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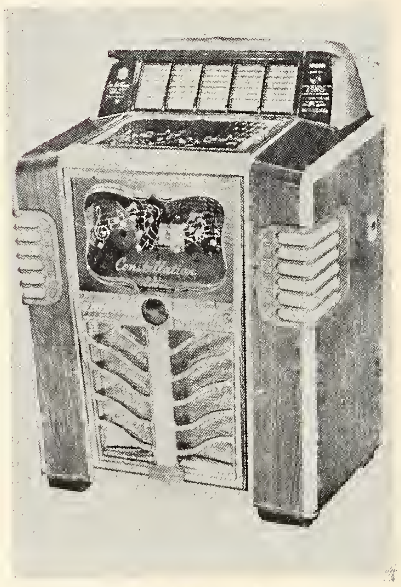
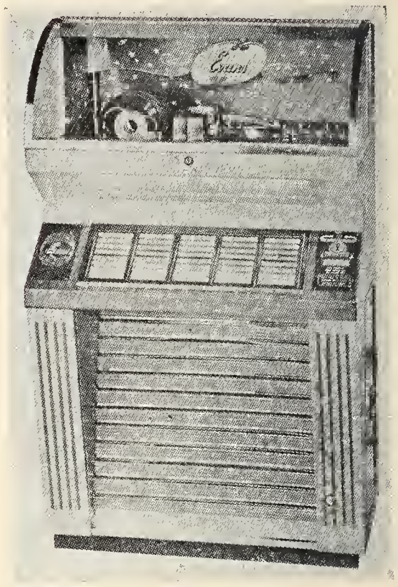


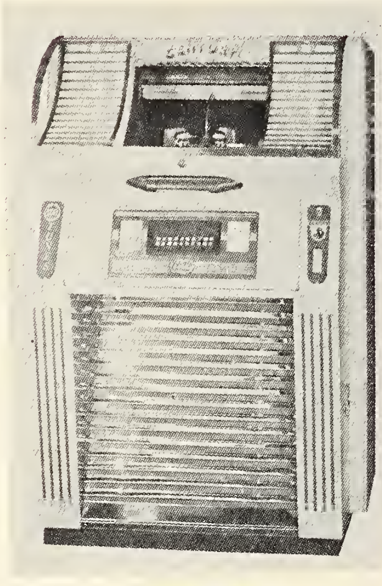
CONSTELLATION

(1949—40 Selections—78 rpm)



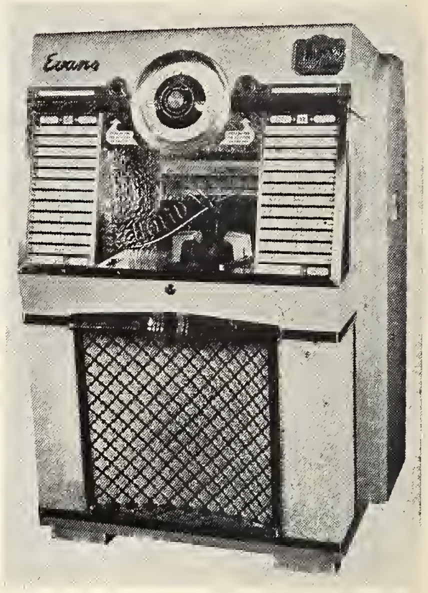
JUBILEE

(1952—40 Selections—45 rpm)



CENTURY

(1952—100 Selections—45 rpm)



HOLIDAY

(1954—100 Selections—45 rpm)

Congratulations "Cash Box"

. . . on your Twelfth Year in the industry. The great work you have done is tremendously appreciated by all of us here in the great state of South Dakota and, we feel certain, by everyone everywhere in the nation.

Tony Trucano

BLACK HILLS NOVELTY COMPANY

124 SHERMAN ST., DEAWOOD, SOUTH DAKOTA

Our Sincerest

Congratulations

on your

Twelfth Anniversary

May your invaluable aid to the industry continue for many, many more years

AL TIGERMAN FRANK LA MASKIN

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2149 W. Pico Blvd.
Los Angeles 18, Calif., U. S. A.

References: Bank of America, Dun and Bradstreet

ROCK-OLA

Post-War Phonographs

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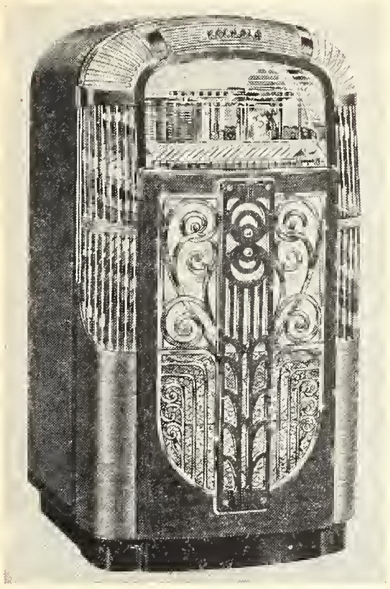
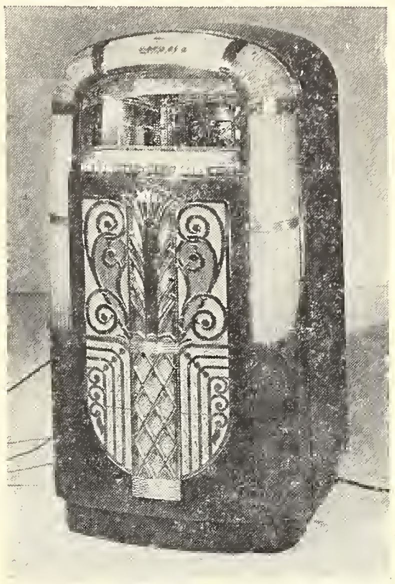
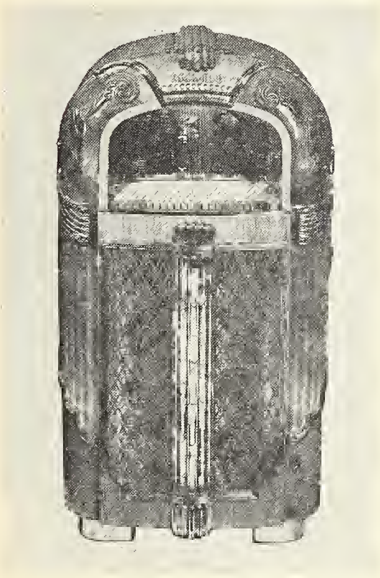


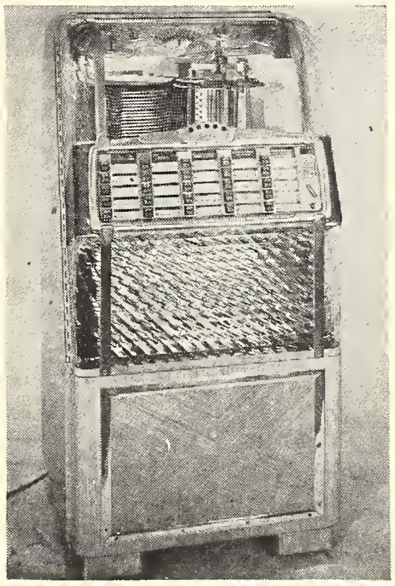
Model 1422
(1946—20 Selections—78 rpm)



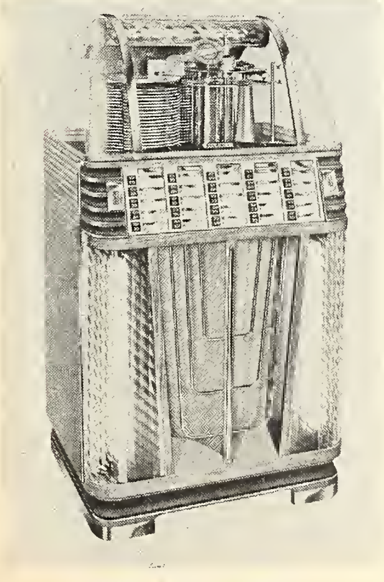
Model 1426
(1947—20 Selections—78 rpm)



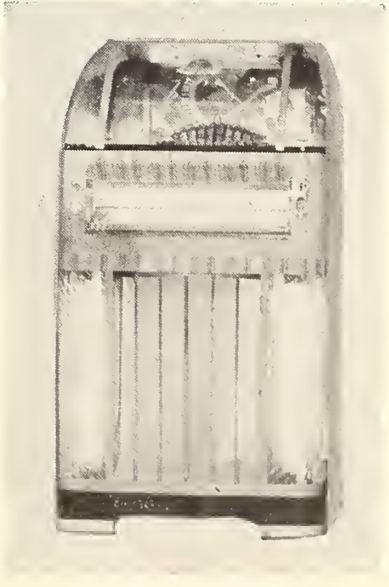
Model 1428
(Magic-Glo)
(1948—20 Selections—78 rpm)



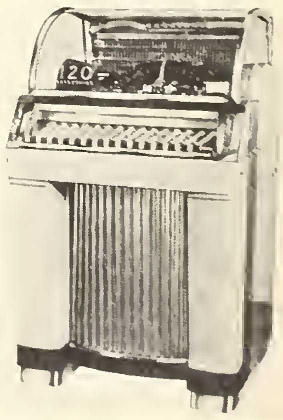
Model 1432
('51-50 Rocket)
(1950—50 Selections—78 rpm)



Model 1434
(Super Rocket '52-50)
(1951—50 Selections—78 rpm)



Model 1436
(Fireball)
(1952—120 Selections—45 rpm)



Model 1438
(Comet)
(1954—120 Selections—45 rpm)

Information

concerning Europe's coin machine-market you will find in

'AUTOMATEN-MARKT'

Europe's monthly magazine in four languages (English, French, Spanish, German).
Please write for sample copies.
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FACHZEITSCHRIFT FÜR DIE GESAMTE AUTOMATEN-WIRTSCHAFT
AVEC SECTION FRANCAISE · ARTICLES IN ENGLISH · SECCION EN ESPANOL

18 AUGUSTSTRASSE, BRAUNSCHWEIG
GERMANY — ALLEMAGNE — ALEMANIA

Congratulations
"CASH BOX"
On Your Twelfth Anniversary

There is little more we can say to you of "The Cash Box" for the great, constructive and marvelous work which you have done for the automatic music industry. We do, though, want to bring forth one very important fact, and that is that—"The Cash Box," by bringing forth the need for 10c Play, has helped everyone of our members to once again enjoy some profit on their investment—has made conditions better and brighter for all of us. Our congratulations are only one small way in which we can offer our sincerest thanks and best wishes for your continued growing success.

MUSIC OPERATORS OF NORTHERN ILLINOIS
8000 LINCOLN AVENUE (Room One) SKOKIE, ILLINOIS

Congratulations
Bill and Joe
on your
Twelfth
Anniversary

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EXCLUSIVE
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Distributors For
MARYLAND—WASHINGTON, D. C.
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Congratulations
On Your
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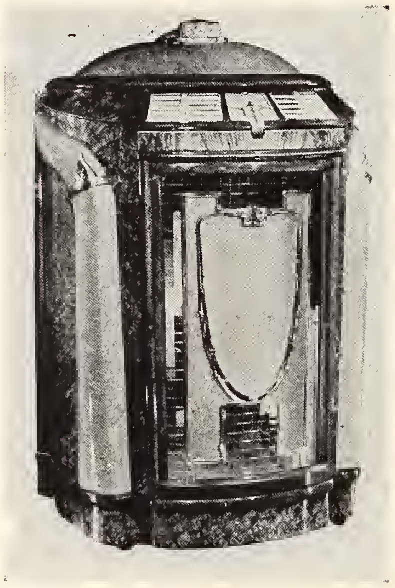
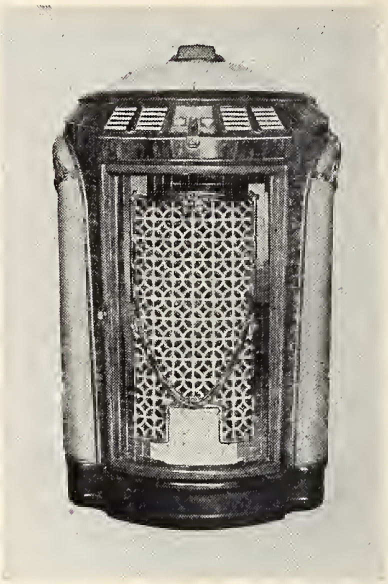
SEEBURG

Post-War Phonographs

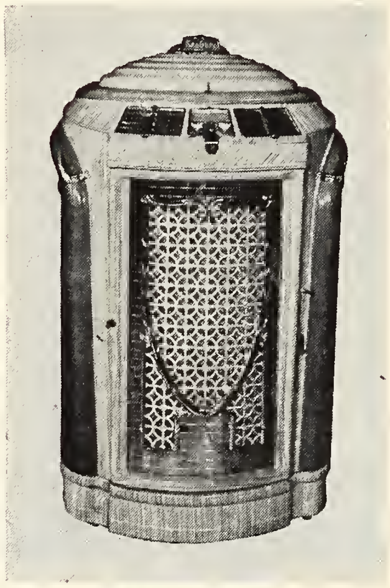
(Published As A Service To The Trade
To Help Identify Each Model)



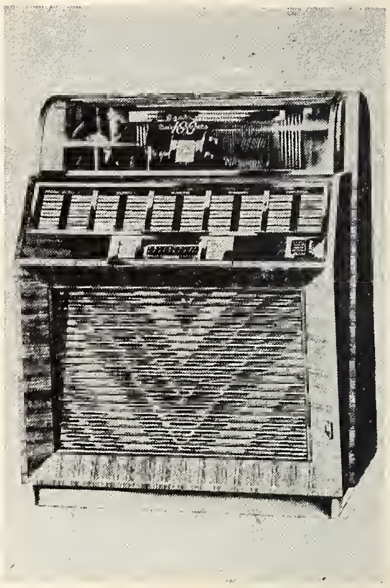
Model 146
(1946—20 Selections—78 rpm)



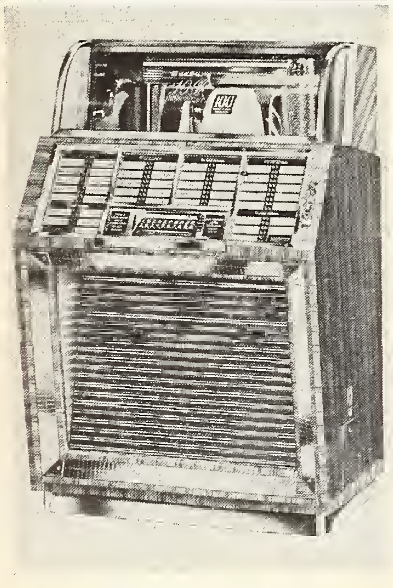
Model 147
(1947—20 Selections—78 rpm)



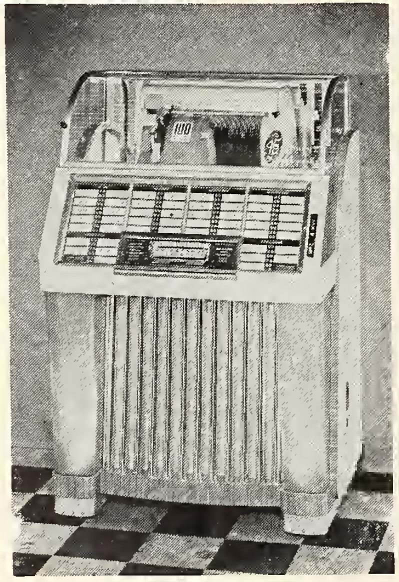
Model 148
(1948—20 Selections—78 rpm)



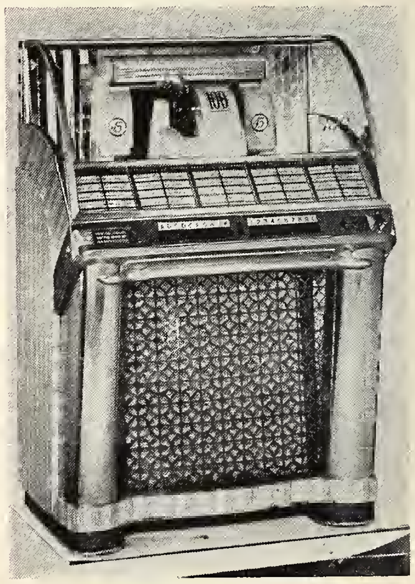
Model M100A
(1949—100 Selections—78 rmp)



Model M100B
(1951—100 Selections—45 rpm)



Model M100C
(1953—100 Selections—45 rpm)



Model HF-100G
(1954—100 Selections—45 rpm)

WURLITZER
Post-War Phonographs

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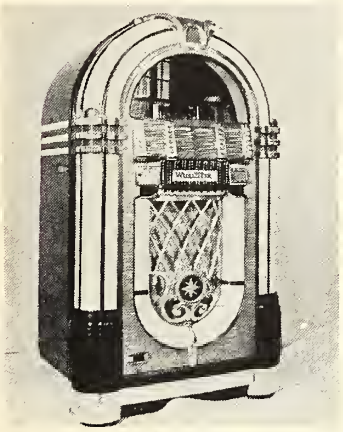
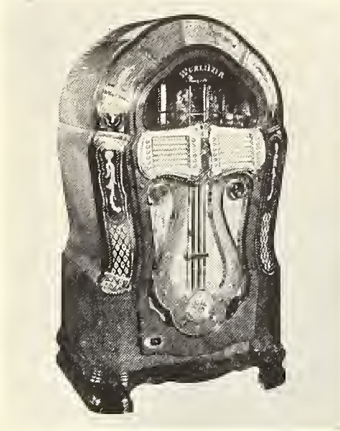
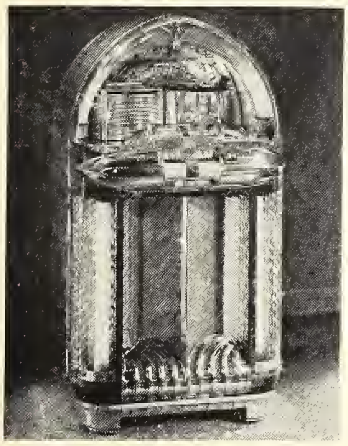
To Help Identify Each Model)



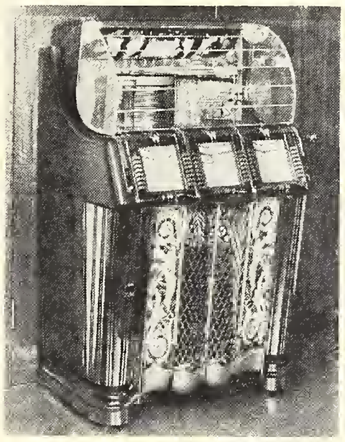
Model 1015
(1946—24 Selections—78 rpm)



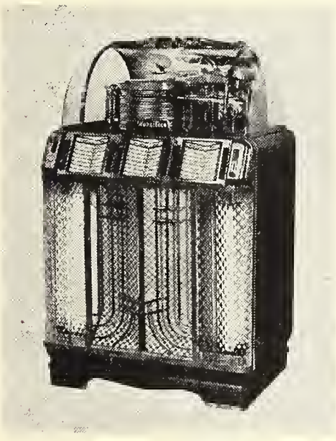
Model 1080
(1946—24 Selections—78 rpm)



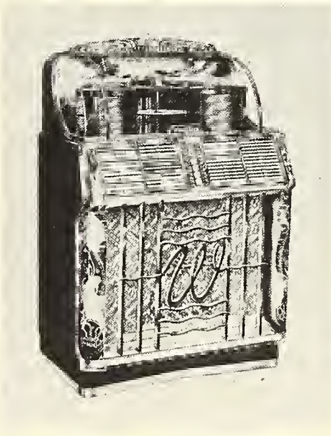
Model 1100
(1948—24 Selections—78 rpm)



Model 1250
(1950—48 Selections—78 rpm)



Model 1400
(1952—48 Selections—78 rpm)



Model 1500
(1953—104 Selections—45 & 78 rpm)

Exclusive Distributors For
WURLITZER
"The Name That Means Music To Millions"
THE GREATEST PHONOGRAPH OF ALL TIME
Model 1700
with the amazing
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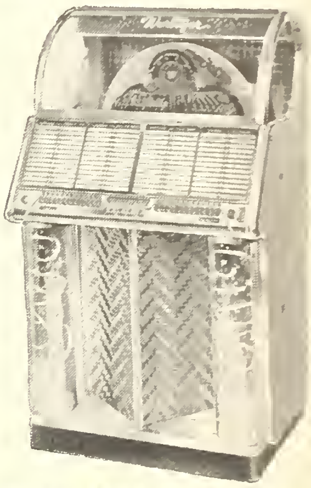
2616 PURITAN AVENUE, DETROIT 21, MICHIGAN
(All Phones: UNiversity 4-0773)



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Chicago Coin Machine Co.
Genco Mfg. & Sales Co.
H. C. Evans & Co.
FRANK SWARTZ SALES CO.
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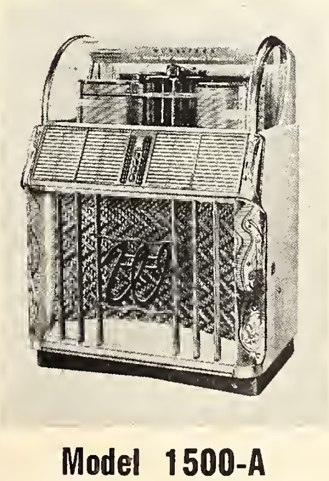
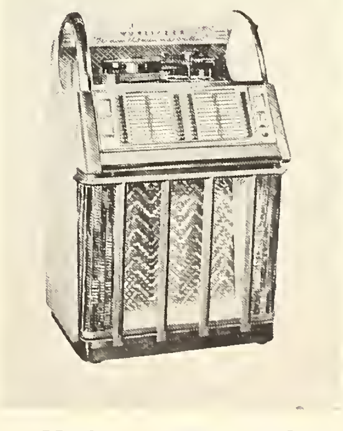
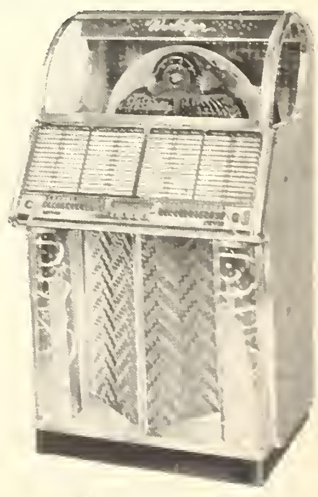
(All Phones: 4-8571)



Model 1500-A
(1953—104 Selections—45 & 78 rpm)



Model 1600-1650
(1953—48 Selections—78 rpm)



Model 1700
(1954—104 Selections—45 rpm)

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On Your
12th Anniversary

From

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From

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Seeburg Model BL's
Seeburg Model C's
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Seeburg Bear Guns, Mercury Grip Scales—Floor Models

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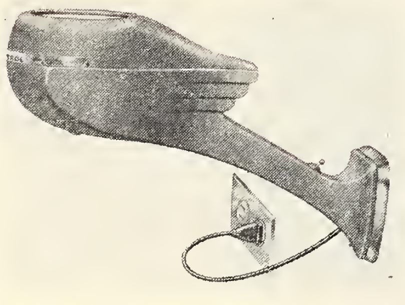
Install "Automatic Insect Control" in the same locations you operate your machines. This sideline operation takes only a small investment and brings you a steady profit.

"INSECT CONTROL" IS
TRIED — TESTED — PROVEN



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MERCHANDISE and SERVICE MACHINE MANUFACTURERS

Manufacturers of vendors listed under the type of machine they produce.

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Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.
Andrews Mfg. Co.
660 S. Rochester Rd.
Clawson, Mich.
Atlas Mfg. & Sales Corp.
12220 Triskett Rd.
Cleveland, O.
Belvend Mfg. Co., Inc.
122 S. Michigan Ave.
Chicago, Ill.
Bloyd Mfg. Co.
Valley Station, Ky.
Champion Vendors Supply Co.
1119 E Houston St.,
San Antonio, Tex.
Columbus Vending Co.
2005 E. Main St.
Columbus, O.
Ford Gum & Machine Corp.
P. O. Box 510
Lockport, N. Y.
Hawkeye Novelty Co.
1754 E. Grand
Des Moines, Ia.
Northwestern Corp.
Morris, Ill.
Oak Mfg. Co.
11411 Knightsbridge Ave.
Culver City, Calif.
W. G. Parrish, Inc.
822 W. Ohio St.,
Chicago, Ill.
Silver King Corp.
622 Diversey Pkway.
Chicago, Ill.
Victor Vend. Mach. Co.
5701 Grand Ave.
Chicago, Ill.

CANDY BAR

Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.
Atlas Tool & Mfg. Co.
5147 Natural Bridge
St. Louis, Mo.
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Arthur DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis, Mo.
Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

CIGAR

Cigaromat Corp. of America
1315 Walnut St.
Philadelphia, Pa.
Malkin-Illion Co.
396 Coit St.
Irvington, N. J.
Zaug's Modern Vend. Service
411 S. Pearl St.
New London, Wis.

CIGARETTE

A & A Co., Inc.
1133 South Ave.
Plainfield, N. J.
Automatic Products Co.
250 W. 57th St.
New York, N. Y.
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
Eastern Electric, Inc.
70 Prospect St.
New Bedford, Mass.
J. H. Keeney & Co.
2600 W. 50th St.
Chicago, Ill.
Lehigh Foundries, Inc.
1500 Lehigh Drive.
Easton, Pa.
National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis, Mo.
Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
Superior Mfg. Co.
2144 Ashland Ave.
Evanston, Ill.

COFFEE

American National Dispensing Co. (powder)
4th St. & Cannon Ave.
Lansdale, Pa.
Automatic Products Co.
250 W. 57th St.
New York, N. Y.
Chef-Way, Inc.
527 Southwest Blvd.
Kansas City, Mo.
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Coffee-Mat Corp.
174 Malvern St.
Newark, N. J.
Cole Products Corp.
39 S. LaSalle St.,
Chicago, Ill.
Indevco, Inc.
806 E. 141st St.
Bronx, N. Y.
Bert Mills Corp.
St. Charles, Ill.
Rudd-Melikian, Inc.
1949 N. Howard St.
Philadelphia, Pa.
Silver King Corp.
1529 New York St.
Aurora, Ill.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Square Mfg. Co.
1251 S. Michigan Ave.
Chicago, Ill.
Steel Products Co.
40 Eighth Ave., S.W.
Cedar Rapids, Ia.

COOKIE

Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Wm. F. Shepherd, Inc.
2604 Woodburn Ave.
Cincinnati, O.
Statler Mfg. Co.
2112 Broadway
New York, N. Y.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago, Ill.

DRINK
(bottle)

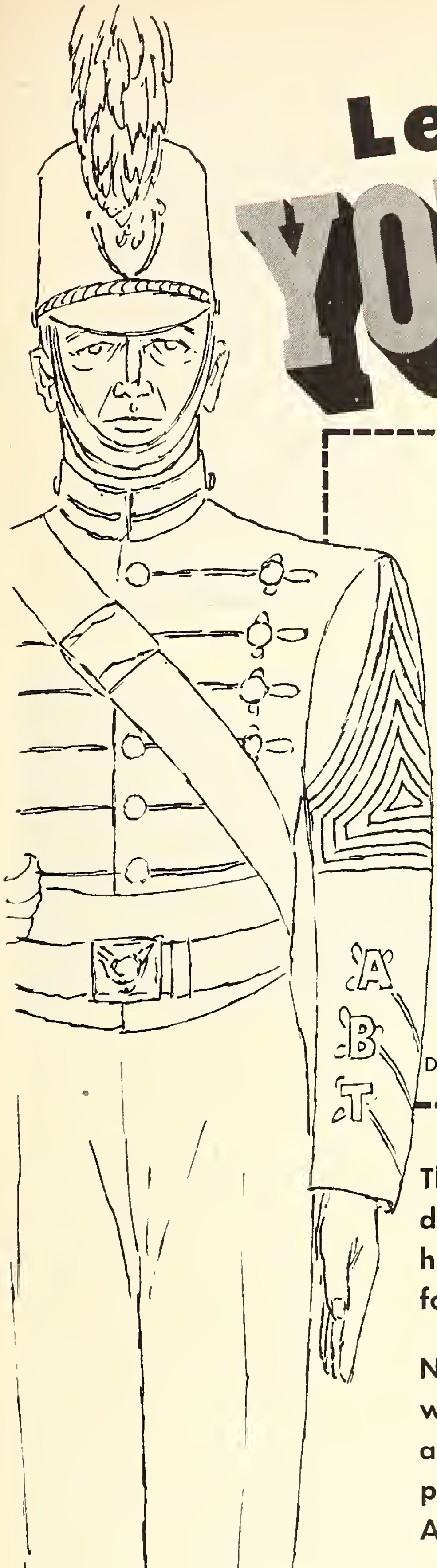
Atlas Metal Works
P. O. Box 5208
Dallas, Tex.
Atlas Tool & Mfg. Co.
2125 Indiana Ave.
Kansas City, Mo.
General Vending Machine Corp
549 W. Washington Blvd
Chicago, Ill.
Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
S & S Products Co.
P. O. Box 1047
Lima, O.
The Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.
Vendo Co.
7400 E. 12th St.
Kansas City, Mo.
Vendorlator Mfg. Co.
2550 S. Railroad Ave.
Fresno, Calif.

DRINK
(cup)

Automatic Products Co.
250 W. 57th St.
New York, N. Y.
Cavalier Corp.
343 W. 1st St.
Chattanooga, Tenn.
Central Tool Co.
1712 Main St.
Hartford, Conn.
Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
Dr. Pepper Co.
5523 E. Mockingbird Lane
Dallas, Tex.
Lyon Industries, Inc.
373 4th Ave.
New York, N. Y.
Navenco Mfg. Co.
5608 E. Mockingbird Lane
Dallas, Tex.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Square Mfg. Co.
1251 S. Michigan Ave.
Chicago, Ill.

DRINK
(hot and cold)

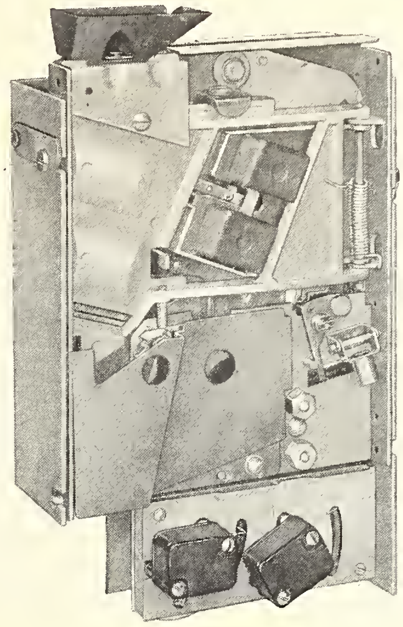
Automatic Products Co.
250 W. 57th St.
New York, N. Y.
Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
Indevco, Inc.
806 E. 141st St.
Bronx, N. Y.
Rudd, Melikian, Inc.
1949 N. Howard St.
Philadelphia, Pa.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.



Let Us Guard YOUR CASH BOX

with the All-New SENTRY

ABT's Revolutionary Multiple SLUG REJECTOR



Dimensions: 6 ¼" High   5" Wide   1 ½" Deep

The most revolutionary and amazing discovery in the art of multiple coin handling and slug rejecting devices for the past 15 years.

No sticky cradles, trap doors, balance weights, levers, or any other sensitive and troublesome contraptions are employed as a preliminary tester in the A. B. T. Sentry Slug Rejector.

Will fit into any mechanism now using multiple slug rejectors.

Because the "Sentry Rejector" is so simple in construction and function, no schooling and scientific training is necessary. Slug rejectors are back in the class where they belong—namely, simple mechanisms that everybody can understand. Therefore, school is out!

We invite your inquiry

Less Service Calls! More Profit!

Also Manufacturers of:

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- ★ Totalizers
- ★ Wall Boxes
- ★ Coin-operated timers
- ★ Appliance Timing Meters
- ★ Coin Chutes
- ★ Electrical & Mechanical coin-controlled mechanisms
- ★ Also . . . mechanism for bottlers' vending equipment

A.B.T. has consistently been serving countless satisfied customers for over 35 years.

A.B.T. Manufacturing Corp.
715-723 North Kedzie Avenue   Chicago 12, Illinois

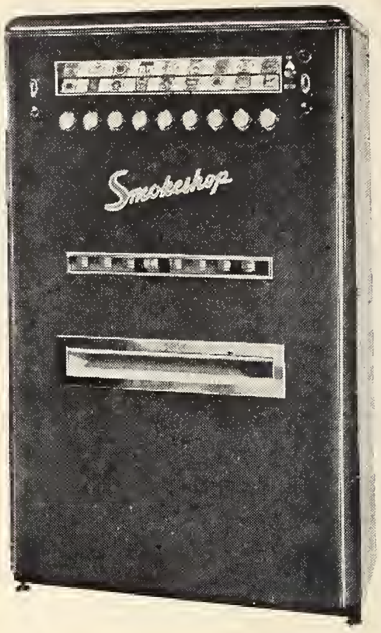
NOW- *A Complete Cigarette Service In One Machine!*

SUPER
18 COLUMN
fully automatic—all electric
"Smokeshop
Lo-Boy"
featuring exclusive
Eye-Level Selectivity

Vends All Popular Brands In One Machine: Regular, King Size and Filter Tip Cigarettes such as L&M, Kent, Viceroy, etc. At 5 Different Prices Through the Same Coin Acceptor!

With Super 18 Column "Smokeshop Lo-Boy" on the job no operator need ever again be obliged to conduct a sideline cigarette business from behind the counter — this one machine sells everything! A miracle of design — Small, Compact, Portable. 486 Pack Capacity.

The most advanced cigarette merchandiser on the market, a marvel of mechanical and electrical simplicity that makes for PERFECT SERVICE—FREE OPERATION on location. "SMOKESHOP LO-BOY" has more PROFIT MAKING features than any other cigarette machine . . .



sells more Cigarettes Faster!

Smokeshop corp.
(A Division of APCO, Inc.)
250 West 57th Street, New York 19, N. Y. • PLaza 7-3123

- Huge 486 Pack Capacity
- Has 80% LESS PARTS than other machines
- Lowest Priced Highest Selectivity Lo-Boy
- 18 Columns vend all popular brands and types
- 5 Different Prices through the same Coin Acceptor
- Exclusive Eye-Level Selectivity
- Fully Illuminated Eye Appeal —fluorescent lighting!
- All Electric—fully automatic, no push or pull!
- Changemaker and Extra Penny Match Column standard equipment
- Accepts Nickels, Dimes and Quarters
- One Piece Cabinet
- Full Length Hinged Door
- Piano Hinged Chassis
- Small Floor Space—17" x 32"
- No Special Service Training Necessary

Available in Standard Maroon, or either Walnut or Light Maple Wood Grain Finishes

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

Manufacturers of vendors listed under the type of machine they produce.

(continued)

FRUIT
(refrigerated)

Frigid Fruit Co.
1303 S. 20th Ave.
Yakima, Wash.

Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd.
Los Angeles, Calif.

GUM
(1c stick)

Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.

Northwestern Corp.
900 Armstrong St.
Morris, Ill.

Oak Mfg. Co., Inc.
11411 Knightsbridge Ave.
Culver City, Calif

Pulver Co.
53 Canal St.
Rochester, N. Y.

GUM
(5c package)

Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.

Arthur H DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.

Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

Stoner Mfg. Co.
328 Gale St.
Aurora, Ill.

HOSIERY

Lehigh Foundries, Inc.
1500 Lehigh Drive
Easton, Pa.

Rowe Mfg. Co.
31 E. 17th St.
New York, N. Y.

ICE CREAM

Atlas Tool & Mfg. Co.
517 Natural Bridge Ave.
St. Louis, Mo.

Belvend Mfg. Co.
122 S. Michigan Ave.
Chicago, Ill.

Fred Hebel Corp.
Addison, Ill.

Rowe Mfg. Co.
31 E. 17th St.
New York, N. Y.

Salerno's Magic Vend. Co.
813 W. Taylor St.
Chicago, Ill.

Smithco., Inc.
705 Jefferson Bldg.
Peoria, Ill.

Turbo Machine Co.
Lansdale, Pa.

Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

JUICE

Roto-Vend
6311 Wilshire Blvd.
Los Angeles, Calif.

Rudd-Melikian, Inc.
1949 N. Howard St
Philadelphia 22, Pa.

Snively Groves, Inc.
P. O. Box 1312
Winter Haven, Fla.

Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.

Statler Mfg. Corp.
2112 Broadway
New York, N. Y.

The Welch Grape Juice Co., Inc.
Westfield, N. Y.

MILK

Automatic Products Co.
250 W. 57th St.
New York, N. Y.

Cedar Hill Farms, Inc.
6950 Madisonville Rd.
Cincinnati, O.

Food Engineering Corp.
179 Elm St.
P. O. Box 1026
Manchester, N. H.

Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd.
Los Angeles, Calif.

Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.

Refrigeration Eng. Corp.
2215 Kennedy St., N.E.
Montgomery, Minn.

Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.

Vendo Co.
7400 E 12th St.
Kansas City, Mo.

PENCIL

Empire Pencil Co.
Shelbyville, Tenn.

Kaye & Co.
2532 West High Ave.
Philadelphia, Pa.

Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

PHOTO MACHINES

Auto-Photo Co.
1444 S. San Pedro St.
Los Angeles, Calif.

International Mutoscope Corp.
44-02 11th St.
Long Island City, N. Y.

POSTAGE STAMP

Commercial Controls Corp.
1 Leighton Ave.
Rochester, N. Y.

Flatto Mfg. Co.
Box 305
Miami, Fla.

Northwestern Corp.
Morris, Ill.

Schermack Products Corp.
1164 W. Baltimore
Detroit, Mich.

J. Schoenbach Co.
1645 Bedford Ave.
Brooklyn, N. Y.

Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

U. S. Postage Stamp Machine Co.
7420 N. Western Ave.
Chicago, Ill.

POST CARD

Exhibit Supply Co.
4218 W. Lake St.
Chicago, Ill.

International Mutoscope Corp.
44-02 11th St.
Long Island, N. Y.

SANDWICH

American Vending Corp.
18 E. Grand Ave.
Chicago, Ill.

Rowe Mfg. Co., Inc.
31 East 17th St.
New York, N. Y.

Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

Timm Industries
5245 W. San Fernando Rd.
Los Angeles, Calif.

SANITARY NAPKIN

Advance Machine Co.
4645 North Ravenswood Ave.
Chicago, Ill.

Hospital Specialty Co.
1991 E. 66th St.
Cleveland, O.

Sanitex Co.
14182 Mevers Rd.
Detroit, Mich.

Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago, Ill.

SCALES

American Scale Mfg. Co.
3206 Grace St., N. W.
Washington, D. C.

J. F. Frantz Mfg. Co.
1940 W. Lake St.
Chicago, Ill.

Hamilton Scale Co.
3350 Secor Rd.
Toledo, O.

Peerless Weighing & Vending Machine Corp.
42-02 11th St.
Long Island City, N. Y.

Rock-Ola Mfg. Corp.
800 N. Kedzie Ave.
Chicago Ill.

Sparks Specialty Co.
Soperton, Ga.

Watling Mfg. Co.
4640 W. Fulton St.
Chicago, Ill.

MERCHANDISE and SERVICE MACHINE MANUFACTURERS
AND THEIR PRODUCTS
(Listed Alphabetically)

A

A & A Co., Inc.
1133 South Ave., Plainfield, N. J.
(Cigarette Vendor
Abbey Mfg. Co.
5553 Easton Ave., St. Louis, Mo.
(Bulk Vendors)
A. B. C. Popcorn Co.
3441 W. North Ave., Chicago, Ill.
(Popcorn Vendor)
A. B. T. Mfg. Co.
715 N. Kedzie Ave., Chicago, Ill.
(Coin Mechanisms, Pistol Mach.)
Advance Machine Co.
4645 N. Ravenswood Ave., Chicago, Ill.
(Bulk, Gum, Candy Vendors)
Alkuno & Co., Inc.
408 Concord Ave., New York, N. Y.
(Candy and Gum Vendors)
Ald, Inc.
3406 N. Lincoln Ave., Chicago, Ill.
(Laundry)
American National Dispensing Co.
Lansdale, Pa.
(Coffee Vendor)
American Scale Mfg. Co.
3206 Grace St., N. W., Washington, D. C.
(Scale)
American Simplex Co.
167 S. Vermont Ave., Los Angeles, Calif.
(Soft Drink Vendor—bottle)
American Vending Corp.
18 E. Grand Ave., Chicago, Ill.
(Sandwich Vendor)
Andrews Mfg. Co., Inc.
660 S. Rochester Rd., Clawson, Mich.
(Bulk Vendors & Comb Vendors)
Aspir-Vend Co.
328 S. Beverly Dr., Beverly Hills, Calif.
(Aspirin Vendor)
Atlas Mfg. & Sales Corp.
12220 Triskett Rd., Cleveland, O.
(Bulk and Popcorn Vendors)
Atlas Metal Works
Dallas, Tex.
(Drink Vendor—Bottle)
Atlas Tool & Mfg. Co.
2125 Indiana Ave., Kansas City, Mo.
(Candy Bar, Ice Cream, and Soft Drink Bottle Vendors)
Automatic Products Co.
250 W. 57th St., New York, N. Y.
(Cigarette, Milk, Hot Drink and Soft Drink Vendors)
Auto-Photo Co.
1444 S. San Pedro St., Los Angeles, Calif.
(Photograph Machine)

B

Belvend Mfg. Co., Inc.
122 S. Michigan Ave., Chicago, Ill.
(Bulk, Candy Bar and Ice Cream Vendors)
Bloyd Mfg. Co.
Valley Station, Ky.
(Bulk Vendors)
C. C. Bradley & Son
N. Franklin & Goodwin Sts., Syracuse, N. Y.
(Soft Drink Vendor)

C

Cavalier Corp.
343 W. 1st St., Chattanooga, Tenn.
(Drink Vendor—Cup)
Cedar Hill Farms, Inc.
6950 Madisonville Rd., Cincinnati, Ohio
(Milk Vendor)
Central Tool Co.
1712 Main St., Hartford, Conn.
(Drink Vendor—Cup)
Champion Vendors Supply Co.
1119 E. Houston St., San Antonio, Tex.
(Bulk Vendors)
Cigaromat Corp. of America
1315 Walnut St., Philadelphia, Pa.
(Cigar Vendor)
Coan Mfg. Co.
2070 Helena St., Madison, Wis.
(Candy Bar, Cigarette, Soft Drink Vendors)
Coffee-Mat Corp.
174 Malvern St., Newark, N. J.
(Coffee Vendor)
Cole Products Corp.
39 S. La Salle St., Chicago, Ill.
(Soft Drink [cup] Vendor)
Columbus Vending Co.
2005 E. Main St., Columbus, O.
(Bulk Vendor)
Commercial Controls Corp.
1 Leighton Ave., Rochester, N. Y.
(Stamp Vendor)

D

F. B. Dickinson & Co.
Des Moines, Ia.
(Ice Vendor)
Dr. Pepper Co.
5523 E. Mockingbird La., Dallas, Tex.
(Drink Vendor—Cup)
Arthur H. DuGrenier, Inc.
Haverhill, Mass.
(Candy, Gum and Cigarette Vendors)

E

Eastern Electric, Inc.
70 Prospect St., New Bedford, Mass.
(Cigarette Vendor)
Electronic Devices
1120 S. Michigan Ave., Chicago, Ill.
(Telescope Machine)
Exhibit Supply
4218 W. Lake St., Chicago, Ill.
(Card Vendor)

F

Fielding Mfg. Co.
258 W. Pearl St., Jackson, Mich.
(Bulk Vendor)
Flatto Mfg. Co.
Box 305, Miami, Fla.
(Stamp Vender)
Food Engineering Corp.
Manchester, N. H.
(Milk Vendor)
Ford Gum & Machine Co., Inc.
Lockport, N. Y.
(Ball Gum Vendor)
J. F. Franz Mfg. Co.
1946 W. Lake St., Chicago, Ill.
(Scales)
Frigid Fruit Co.
1303 S. 20th Ave., Yakima, Wash.
(Fruit Vendor)
Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd., Los Angeles, Cal.

G

General Electric Co.
Lamp Division, Nela Park, Cleveland, O.
(Lamps)
General Vending Corp.
549 W. Washington Blvd., Chicago, Ill.
(Soft Drink (bottle) Vendor)
Guardian Electric Mfg. Co.
1621 W. Walnut St., Chicago, Ill.
(Coin mechanisms, vending machine parts)

H

Hamilton Scale Co.
3350 Secor Rd., Toledo, O.
(Scales)
Hawkeye Novelty Co.
1754 E. Grand Ave., Des Moines, Ia.
(Bulk and Popcorn Vendors)
Fred Hebel Corp.
Addison, Ill.
(Ice Cream Vendor)
Hospital Specialty Co.
1991 E. 66th St., Cleveland, O.
(Sanitary Napkin Vendor)
Hultz Vendors, Inc.
1108 E. Jackon St., Springfield, Ill.
(Coin Conversion Units)

I

Ideal Dispenser Co.
Bloomington, Ill.
(Soft Drink and Milk Vendors)
Ideal Weighing Machine Co.
1501 DeLong St., Los Angeles, Cal.
(Scales)
Indevco, Inc.
806 E. 141st St., Bronx, N. Y.
(Coffee Vendor)
International Mutoscope Corp.
44-02 Eleventh St., Long Island City, N. Y.
(Book, Magazine, Post Card Vendors—Photograph and Voice Recording Machines)

J

Jo-Lo Perfumatic
328 Stevens Ave., Jersey City, N. J.

K

J. H. Keeney & Co.
2600 W. 50th St., Chicago, Ill.
(Cigarette and Candy Vendors)

L

Lehigh Foundries, Inc.
1500 Lehigh Drive, Easton, Pa.
(Cigarette and Hoisery Vendors)
Lincoln-Boyle Co.
4628 N. Greenview, Chicago, Ill.
(Ice Vendor)
Lyon Industries, Inc.
342 Madison Ave., New York, N. Y.
(Soft Drink (cup) Vendor)

M

Malkin-Illion Co.
396 Coit St., Newark, N. J.
Bert Mills Corp.
St. Charles, Ill.
(Coffee and Tea Vendors)

N

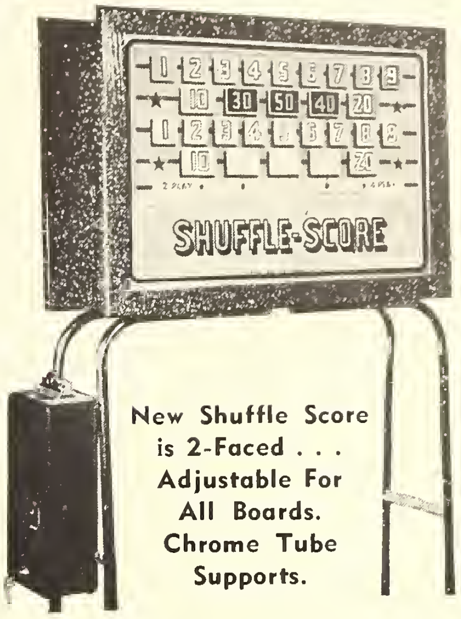
National Rejectors, Inc.
5100 San Francisco Ave., St. Louis, Mo.
(Coin Mechanisms)
National Vendors, Inc.
5055 Natural Bridge, St. Louis, Mo.
(Candy and Cigarette Vendors)
Navenco Mfg. Co.
5608 E. Mockingbird Lane, Dallas, Tex.
Northwestern Corp.
Morris, Ill
(Bulk, Gum and Stamp Vendors)

O

Oak Mfg. Co.
11411 Knightsbridge Ave., Culver City, Cal.
(Bulk and Gum Vendors)

P

W. G. Parrish, Inc.
822 W. Ohio St., Chicago, Ill.
(Bulk Vendor)
Peerless Weighing & Vend. Mach. Corp.
42-02 11th St., Long Island City, N. Y.
(Scales)
Perfumatic of Canada, Ltd.
561 Eglinton Ave., W., Toronto, Canada
(Perfume Spray Vendor)
Pulver Co.
53 Canal St., Rochester, N. Y.
(Gum Vendor)



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COIN-OPERATED
ELECTRIC
SCOREBOARD

Fits Any Shuffleboard

New Shuffle Score
is 2-Faced . . .
Adjustable For
All Boards.
Chrome Tube
Supports.

3 BIG FEATURES!

✓ 15-21 and/or 50 pts.
✓ 10¢ 1-Player or 10¢ 2-Player by Simple Plug Switch-Over.
✓ Large METAL Coin Box

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MERCHANDISE and SERVICE MACHINE MANUFACTURERS

AND THEIR PRODUCTS

(Listed Alphabetically)

(Continued From Page 41)

R

Rec-O-Mat Co.
4532 Ben Ave., N. Hollywood, Cal.
(Phono Record Vendor)

Refrigerated Equipment Sales Corp.
19 W. 44th St., New York, N. Y.
(Packaged Ice Cube Vendor)

Refrigeration Eng. Corp.
2215 Kennedy St., N.E., Montgomery, Minn.
(Milk Vendor)

Rock-Ola Mfg. Corp.
800 N. Kedzie Ave., Chicago, Ill.
(Scales)

Roover Bros., Inc.
3611 14th Ave., Brooklyn, N. Y.
(Name Plate Macbine)

Roto-Vend
6311 Wilshire Blvd., Los Angeles, Calif.
(Juice Vendor)

Rowe Mfg. Co., Inc.
31 E. 17th St., New York, N. Y.
(Cigarette, Candy, Milk, Sandwich and Cake Vendors)

Rudd-Melikian, Inc.
1949 N. Howard St., Philadelphia, Pa.
(Coffee Vendor)

S

S & S Products Co.
P. O. Box 1047, Lima, O.
(Drink Vendor—Bottle)

Salerno's Magic Vend. Co.
813 W. Taylor St., Chicago, Ill.
(Ice Cream Vendor)

Sanitex Co.
14182 Meyers Rd., Detroit, Mich.
(Sanitary Napkin Vendor)

Sattley Co.
657 Mt. Elliott Ave., Detroit, Mich.
(Coin Mechanisms)

Selectivend Corp.
1820 Wvandotte Ave., Kansas City, Mo.
(Soft Drink (bottle) Vendor)

Shipman Mfg. Co.
1326 S. Lorena St., Los Angeles, Cal.
(Candy. Cookie, Gum, Hot Nut, Card and Stamp Vendors)

Silver King Corp.
1529 New York St., Auroro, Ill.
(Bulk and Hot Nut Vendors)

Smithco, Inc.
705 Jefferson Bldg., Peoria, Ill.
(Ice Cream Vendor)

Snively Groves, Inc.
P. O. Box 1312, Winter Haven, Fla.
(Juice Vendor)

Sparks Specialty Co.
Soperton, Ga.
(Scales)

Spacarb, Inc.
375 Fairfield Ave., Stamford, Conn.
(Soft Drink (Cup) and Juice Vendors)

Square Mfg. Co.
1251 S. Michigan Ave., Chicago, Ill.
(Coffee Vendor)

Statler Mfg. Co.
2112 Broadway, New York, N. Y.
(Cookie and Juice Vendors)

Steel Products Co.
40 8th Ave., S.W., Cedar Rapids, Iowa
(Non-coin operated coffee machines)

Stoner Mfg. Corp.
328 Gale St., Aurora, Ill.
(Candy and Gum Vendors)

Superior Mfg. Co.
2144 Ashland Ave., Evanston, Ill.
(Cigarette Vendor)

T

Telecoin Corp.
12 E. 44th St., New York, N. Y.
(Laundry Machine and Juice Vendor)

Thermo-Cuber, Inc.
2124 N. Southport St.. Chicago, Ill.
(Ice Vendor)

Timm Industries
5245 W. San Fernando Rd., Los Angeles, Cal.
(Sandwich Vendor)

Turbo Machine Co.
Lansdale, Pa.
(Ice Cream Vendor)

U

U. S. Postage Stamp Mach. Co.
7420 N. Western Ave., Chicago, Ill.
(Stamp Vendor)

V

Veeder-Root, Inc.
70 Sargeant St., Hartford, Conn.
(Coin Mechanisms)

Vend-Ice Corp.
2165 Newton Ave., San Diego, Cal.
(Ice Vendor)

Vendo Co.
7400 E. 12th St., Kansas City, Mo.
(Soft Drink (bottle), Ice Cream and Coin Changers, Milk)

Vendorlator Mfg. Co.
2550 S. Railroad Ave., Fresno, Calif.
(Drink Vendor—Bottle)

Vend-Rite Mfg. Co.
1536 N. Halsted St., Chicago, Ill.
(Cookie and Kleenex Vendors)

Victor Vending Machine Corp.
5701 Grand Ave., Chicago, Ill.
(Bulk Vendors)

W

Watling Mfg. Co.
4650 W. Fulton St., Chicago, Ill.
(Scales)

Westinghouse Electric Corp.
306 Fourth Ave., Pittsburgh, Pa.
(Soft Drink Vendor)

Z

Zaug's Modern Vend. Service
411 S. Pearl St., New London, Wis.
(Cigar Vendor)

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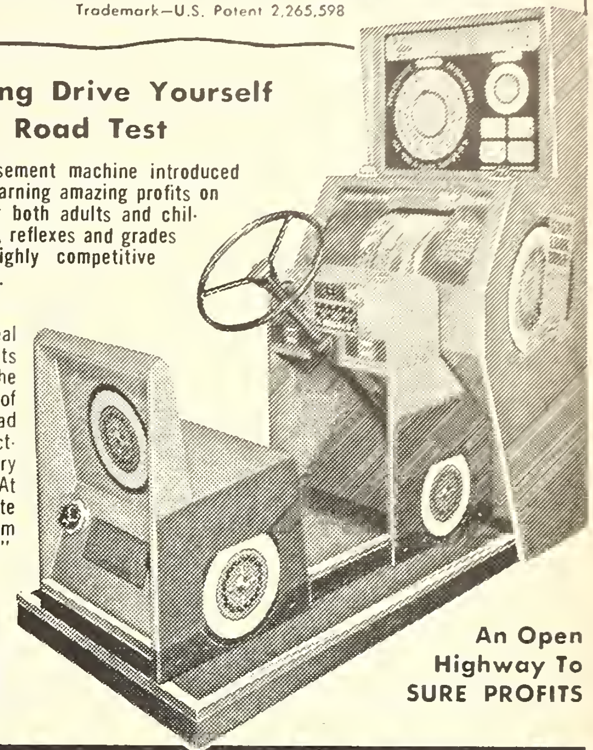

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Driver sits behind real steering wheel, inserts coin, and he's on the road with a feeling of actual driving. Road swings in unpredictable fashion, scenery and cars sweep by. At end of one minute driver is rated from "creeper" to "wizard"

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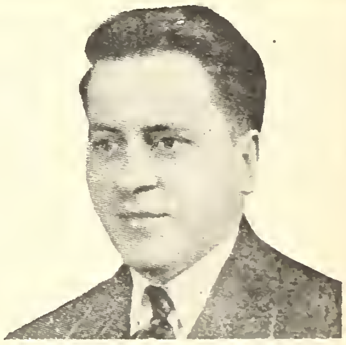

Our Sincerest Congratulations on your Twelfth Anniversary
Romeo Laniel
LANIEL AMUSEMENT
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MONTREAL 3, CANADA
(PHONE: WE 1124)

My Sincerest Congratulations

To Bill Gersh, Joe Orleck and The Cash Box. It is my wish to see Bill and Joe publish a 50th Anniversary Issue — and that I am around to place an ad in that issue.

Willie (Little Napoleon) Blatt

Coming: LOOK FOR an announcement in The Cash Box shortly . . . on a new machine that will enable all operators to earn additional income!

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I personally guarantee the truth of these statements.

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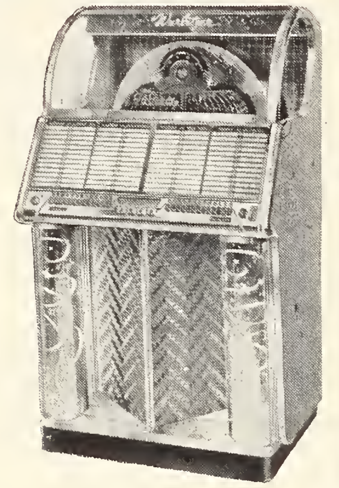

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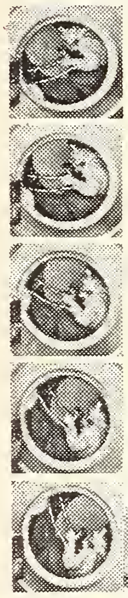

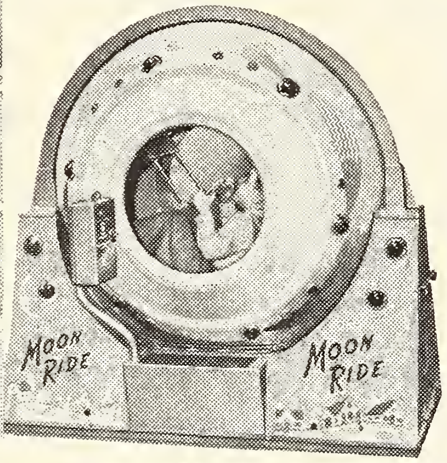

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Silver saucer, blue base, flashing lights. Stars and comets whiz by cockpit window
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SPACE-GUN
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ADJUSTABLE RIDE-TIME
•
ALL-METAL
CONSTRUCTION
•
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COIN-MECHANISM
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Abilene, Texas
ALEXANDER, ELIAS
Youngstown, O.
ALEXANDER, JOSEPH
Youngstown, O.
ALEXANDER, N.
Youngstown, O.
ALLBRITTEN, V. N.
Murray, Ky.
ALLEN, JAMES
Grand Rapids, Mich.
ALLUVOT, FRANK
Detroit, Mich.
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Cleveland, Ohio

B

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BAKER, CHARLES
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Los Angeles, Calif.
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Chicago, Ill.
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Buffalo, N. Y.
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Casablanca, Fr. Mor.
BERN, DEL
Fresno, Calif.
BERSHIN, PAUL
Los Angeles, Calif.
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Harrisburg, Pa.
BERUBE, ANTHONY
Hartford, Conn.
BESS, JACK G.
Roanoke, Va.
BETTI, HUMBERT
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Brooklyn, N. Y.
BLATT, WILLIAM
Miami, Fla.
BLENDOW, AL
Brooklyn, N. Y.
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Wichita, Kan.
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New Orleans, La.
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Boston, Mass.
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Raton, N. M.
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Detroit, Mich
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BROMLEY, MARTIN J.
Honolulu, Hawaii
BROWER, O. A. "REP"
Aberdeen, Wash.
BRUINGTON, E. J.
Onamia, Minn.
BUCKLEY, LOUIS
Nashville, Tenn.
BUCKLEY, PATRICK J.
Chicago, Ill.
BUCKLEY, ROBERT
New Orleans, La.
BULLOCK, JOHN
Lock Sheldrake, N.Y
BUNCH, JOE
Chattanooga, Tenn.
BURKE, PALMER F.
Youngstown, Ohia
BURKE, WILLIAM J.
Baltimore, Md.
BURT, H. F.
Chicago, Ill.
BUSH, TED
Miami, Fla.
BUSHDID, MICHAEL
Washington, D. C.
BUTLER, RAYMOND B.
Haverhill, Mass.
BYBER, (GENE) E. C.
San Antonio, Texas
BYE, BILL
Kansas City, Kans.

C

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CARLYLE, ROBERT
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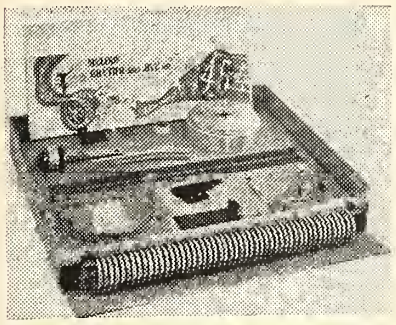
RAIFFE, SEYMOUR C.
St. Louis, Mo.
RAMSDELL, RUSS G.
Linthicum, Md.
RAVREBY, ED
Boston, Mass.
RECHTSCHAFER, ABE
Hartford, Conn.
REDD, SI
Allston, Mass.
REID, LeBARON A.
Moncton, New Brunswick, Canada
REISSNER, CHARLES
Elizabeth, N. J.
RESNICK, IZZY
Hartford, Conn.
RESNICK, MAX
West Hartford, Conn.
RICE, MIKE
Oklahoma City, Okla.
RICHARDSON, JAMES
Clarksville, Tenn.
RIDGEWAY, RALPH H.
Springfield, Mass.
RIECK, LESTER C.
Chicago, Ill.
RINCKER, CHARLIE
Dallas, Tex.
ROBERTS, H. T.
Chicago, Illinois
ROBERTSON, GEORGE
Dallas, Texas
ROBILLARD, JIMMY
Montreal, Que., Can.
ROBINSON, CHAS. A.
Los Angeles, Calif.
ROBINSON, PHIL
Los Angeles, Calif.
ROCKOLA, DAVID C.
Chicago, Ill.
RODINS, BEN
Miami Beach, Fla.
ROOD, RON W.
Orlando, Fla.
ROSE, H. W.
Columbus, O.
ROSE, R. D.
Marietta, O.
ROSEN, DAVID
Philadelphia, Pa.
ROSEN, HARRY
New York, N. Y.
ROSEN, MARTIN
New York, N. Y.
ROSENBERG, HYMIE
New York, N. Y.
ROSENTHAL, HARRY
Pittsburgh, Pa.
ROSS, HARRY
New York, N. Y.
ROTH, MAX
Wilkes-Barre, Pa.
ROTHSTEIN, I. H.
Philadelphia, Pa.
RUGGIERO, JOHNNY
San Francisca, Calif.
RUGINIS, JOHN
Mt. Carmel, Pa.
RUGINIS, PETER
Mt. Carmel, Pa.
RYAN, B. H.
Nashville, Tenn.
RYMER, DALE
St. Louis, Mo.

S

SAGER, WILLIAM C.
Detroit, Mich.
SALYER, W. H.
St. Louis, Mo.
SAMUELSON, RAY T.
Salt Lake City, Utah
SANDERS, MAC
Los Angeles 6, Calif.
SANDLER, IRV
Des Moines, Ia.
SARGENT, QUAY
Hollywood, Calif.
SAUVE, ART
Detroit, Mich.
SAVARESE, JAMES J.
South Bend, Ind.
SCHAFER, WILLIAM L.
Bakersfield, Calif.
SCHATZ, EDDIE
Austin, Tex.
SCHLESINGER, AL
Poughkeepsie, N. Y.
SCHLESINGER, HARRY
Poughkeepsie, N. Y.
SCHLESINGER, SAM
Poughkeepsie, N. Y.
SCHNELLER, LENNY
Philadelphia, Pa.
SCHNELLER, NATE
Philadelphia, Pa.
SCHROEDER, SAM
Hartford, Conn.
SCHULTZ, OSCAR
Chicago, Ill.
SCHWARTZ, HAROLD
Chicago, Ill.
SCHWARTZ, HARRY S
Miami, Fla.
SCHWARTZ, SOL
Los Angeles, Calif.
SCOTT, JAMES
Huntsville, Texas
SEEBURG, MARSHALL
Chicago, Ill.
SEIDEL, TEDDY
Bronx, N. Y.
SEROKA, ED
Bloomsburg, N. J.
SHANNON, A. H.
Houston, Tex.
SHARKEY, HAROLD L.
Huntington Park, Cal.
SHARP, HOMER R.
Lexington, Ky.
SHAY, VINCE
Chicago, Ill.
SHEFTER, BERT
Los Angeles, Calif.
SHRIVER, REX
Chicago, Ill.
SILBERMAN, AL
Los Angeles, Calif.
SILVERSTEIN, HYMAN
Cleveland, O.
SILVERSTEIN, SOL
Baltimore, Md.
SIMON, ALBERT
New York, N. Y.
SIMON, JACK
Los Angeles, Calif.
SIMSON, E. L. J.
Grand Rapids, Mich.
SIRACUSE, ANTHONY
Dearborn, Mich.
SISKIND, HARRY
Brooklyn, N. Y.
SKOLNICK, LUCKY
Miami, Fla.
SLIFER, O. L. (Bob)
Elizabeth, N. J.
SMITH, BEN
New York, N. Y.
SMITH, RALPH
New Orleans, La.
SNEARLY, TED
Marietta, O.
SNODGRASS, HARRY J.
Albuquerque, N. M.
SOLOMON, WOOLF
Columbus, O.
SPARKS, R. M.
Soperton, Ga.
SPIKES, OLIN E.
Auburn, Ala.
SPINACOP, FELICE
Beacon, N. Y.
SPROTT, JACK
Temple, Texas
STAMBAUGH, G. N.
W. Palm Beach, Fla.
STAMBAUGH, M. H.
W. Palm Beach, Fla.
STEED, F. H.
Clarksdale, Miss.
STEINBERG, DAVID M.
Newark, N. J.
STEINBERG, HARRY
Miami Beach, Fla.
STEINBERG, MORRIS
Miami Beach, Fla.
STERLING, BENJ., Jr.
Moosic, Pa.
STERN, DAVE
Elizabeth, N. J.
STERN, HARRY
Philadelphia, Pa.
STERN, SAM
Chicago, Ill.
STEVENSON, T. B.
Dallas, Texas

NELSON MODERNIZATION KIT 45

***IT'S TERRIFIC** — Acclaimed by operators Everywhere . . .*



Kit for adapting Seeburg 100 "A" to 45 RPM

- **QUICKLY**
- **SIMPLY**
- **EASILY**
- **INSTALLED**

All Parts Factory Guaranteed

Engineered to fit Mechanism

Includes the Necessary Playmeter

No machining or special tools

Lowers present operating cost

Location installed 1 hr. or less

LOCATION TESTED—PROVEN

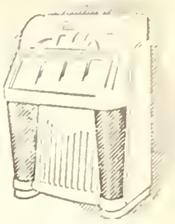
COMPLETE with PLAYMETER **$98.50** F.O.B. Los Angeles

TERMS: 1/3 cash with orders.
Balance C.O.D. or Sight Draft.

CHROME PILASTER KIT

END "KICK-INS"

- MODERNIZE
- GLAMORIZE
- BEAUTIFY

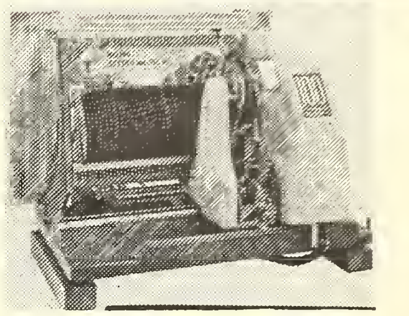


For Model "C"

Hi-Lustre Chrome-Plated Steel for elimination of glare & breakage

$24.50 per pair F.O.B. Los Angeles

Exactly fits your Model "C"
SIMPLE, 10 MIN. INSTALLATION



Nelson Modernization of Seeburg 100 "A"—45

DISTRIBUTORS:—SOME CHOICE TERRITORIES STILL AVAILABLE!

WRITE • WIRE • PHONE

RAY R. POWERS SALES COMPANY

Exclusive National and Foreign Sales Representatives

4415 W. PICO BLVD.
PHONE WEBSTER 8-3737
LOS ANGELES 19, CALIFORNIA

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 25, 1954)

STEWART, SID
Salt Lake City, Utah
STYERS, T. R.
Winston-Salem, N. C.
SWARTZ, BEN
Brookline, Mass.
SWARTZ, GEORGE
Brookline, Mass.
SWARTZ, HARRY
Brookline, Mass.
SWARTZ, JACK
Brookline, Mass.
SWARTZ, PHIL
Brookline, Mass.
SWARTZ, FRANK
Nashville, Tenn.
SYDAH, GEORGE
Akron, Ohio

T

TAKSEN, LEON
Harrisburg, Pa.
TARAN, SAM
Miami, Fla.
TARTAGLIA, PAUL
Portchester, N. Y.
TARTAGLIA, JOHN S.
Port Chester, N. Y.
TARTAGLIA, LOUIS
Port Chester, N. Y.
TARTAGLIA, MIKE J.
Port Chester, N. Y.
TAYLOR, HERSCHEL
Belleville, Ill.
TAYLOR, PAUL L.
Tulsa, Okla.
TETTING, WALTER C.
Oconomowoe, Wis.
THURKETTLE, P. A.
Toledo, O.
TIGERMAN, AL R.
Chicago, Ill.
TOCE, FRANK
Lake Charles, La.
TOLISANO, JAMES
Hartford, Conn
TRATSCH, WALTER
Chicago, Ill.
TRIPPE, CARL
St. Louis, Mo.
TRUCANO, TONY
Deadwood, S. D.
TRUPPMAN, OZZIE
Miami, Fla.
TURCOTTE, JOHN B.
Williamsett, Mass.
TUREK, FRED
Pontiac, Mich.

V

VALENTI, JOSEPH
Chagrin Falls, Ohio
VARTEN, ASPET L.
New York, N. Y.

W

WALDMAN, FRANK
St. Louis, Mo.
WALDOR, LEO
Newark, N. J.
WALDOR, SAM
Newark, N. J.
WALLACE, "RED" J. A.
Oak Hill, W. Va.
WARWICK, LOYD R.
Chattanooga, Tenn.
WEAVER, HERB
Baltimore, Md.
WEBSTER, WILLIAM A.
Marianna, Fla.
WEDEKIND, W. H.
W. Palm Beach, Fla.
WEDEWEN, HERB
Cleveland, Ohio
WEDEWEN, H. E.
Cleveland, O.
WEILER, IRVIN
Kansas City, Mo.
WEINBERGER, JOE
Cincinnati, O.
WEINBERGER, LEO
Louisville, Ky.
WEINBERGER, SAM
Indianapolis, Ind.
WEISMAN, SAMUEL A.
Baltimore, Md.
WELSH, T. M.
New Orleans, La.
WELSH, S. P.
Okmulgee, Okla.
WESTERHAUS, JOE
Cheviot, O.
WHITBECK, MANNING
Schenectady, N. Y.
WHITBECK, OGDEN
Schenectady, N. Y.
WHITCOMB, W. L.
Jacksonville, Fla.
WILBORN, W. O.
Mineral Wells, Texas
WILLENS, LEO
New York, N. Y.
WILLIAMS, CHARLES H.
Jackson, Tenn.
WILLIAMS, JOHN E. (JOHNNY)
Houston, Texas
WILLIAMS (Buster) R.E.
Memphis, Tenn.
WILLIE, HENRY
Kansas City, Kans.
WILLIS, KEN C.
Miami, Fla.
WILSON, K.
Shreveport, La.
WITALIS, A. W.
Cleveland, Ohio
WOHLMAN, SOL
New York, N. Y.
WOLBERG, SAMUEL
Chicago, Ill.
WOLBURST, SIDNEY A.
Newton, Mass.
WOLCHER, LOU
San Francisco, Calif.
WOLLMAN, MURRAY
New York, N. Y.
WOLFE, SIMON
Jacksonville, Fla.
WOOD, (ART) WM.
St. Louis, Mo.
WOOD, O. C.
Andalusia, Ala.
WOODS, W. M. (BILL)
Boise, Idaho
WRENN, GEORGE
Dallas, Tex.
WRIGHT, BUDGE
Portland, Ore.
WURGLER, ED R.
Buffalo, N. Y

Y

YEAGER, JACK W.
Houston, Tex.
YEARY, FRANK
Goeburn, Va.
YEO, P. M.
Grand Rapids, Mich.
YOUNG, JOE
New York, N. Y.

Z

ZAMORE, MORTON M.
Brooklyn, N. Y.
ZEICHNER, HENRY
New York, N. Y.
ZEICHNER, MOE
New York, N. Y.
ZELLES, SAM
Shaker Hgts., Ohio
ZORNISKY, HYMIE
Omaha, Neb.

When You Enter The Cash Box "20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

Joe Orleck
THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Dear Joe:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year .... Month ....

NAME ....

FIRM ....

ADDRESS ....

CITY .... ZONE .... STATE .....

BUSINESS SPEEDS UP

No Summer Slowdown Indicated as Factories Push Production To Meet Continued Demand. Spotty Collection Conditions Reported Considerably Improved. Games Field Boom Helps Overall Sales and Production Hold Even and in Some Instances Forge Ahead of '53.

CHICAGO—With the dog days of the summer season as yet ahead, there was some belief current thruout the trade that business could be expected, "as usually happens in the hot summertime", these men stated, "to slow down considerably".

Instead, and much to the surprise of these very same people, business is continuing at an extremely brisk clip in this manufacturing area and, especially, in the very greater part of the nation as a whole.

"There is most definitely no summer slowdown indicated", one well known manufacturer stated.

"What's more", he continued, "if anything at all there seems to be a speedup under way at most of the factories around town."

This ties in with reports from most of the manufacturers in this area. Some are even bewailing the fact that they set up their two week closing down period for vacationtime, without giving due consideration to whether demand would continue on as briskly as it is at this time.

This is bound to throw some of the manufacturers back on their production schedules. It may even mean overtime work periods to catch up when the production crews return.

Most important to all concerned is the fact that the spotty collection reports, received about a month and more ago, seem to have also gone by the boards with the entrance of the warming weather thruout the country.

Reports being received from these very same operators indicate that collections are on their way up in almost every case.

This is most important to the entire field. It is the one definite barometer for continued sales and production in the weeks and months ahead.

It seems to be the opinion of the greater majority that the amusement games boom is what gave the industry "the necessary lift" to take it right out of any possible doldrums.

These men are agreed that, "With the hits which the amusement manufacturers are producing at this time, the entire field has been lifted to a much more optimistic level.

"The resultant effect is that the trade is now going ahead at a better pace than since even the first quarter of 1954."

Tho these men do not attribute the entire business speedup to only the amusements of the industry, "all products count as business perks up", one of these men stated, they do believe that the greater credit should be given to the amusements division of the industry.

Amusements stepped into what might have proved to be a recessive breach and lifted the entire business right back to top level again.

The general result, as gauged by leaders here, is that on an overall average the business being done at this time, as well as the business enjoyed the first two quarters of '54, is comparable to 1953, a real boom year for the industry.

If business continues on as briskly as it has, in dollars and cents as well as in units, the field may even surpass '53, is the belief of many here.

Coinmen In Italy Form Association

To Fight For Legalization Of Amusement Machines

MILAN, ITALY—Altho operating thru Italy since the war hasn't been too active, there has been a certain number of amusement machines on location in large cities.

During the past several months officials in practically every city have gradually instituted prohibitions against these machines, including the most legal pieces, such as billiard, football and other sport games. The latest is the chief constable of Rome, who had previously been one of the supporters of the coin machine business.

In order to cope with these problems, an Italian coin machine trade organization was formed, called the "Sindacata Italiano Fabbricanti Bigliardini ed Accessori—Noleggiatori" (Organization of Italian Billiard Manufacturers and Operators). Headquarters is in Milan, and the president is Carlo Giacomelli. Giacomelli advises that the organization intends to put up a stiff fight for the legal acknowledgment of coin machines, particularly football, billiard and golf machines.

Have You Donated Any Machines To Charitable Organizations This Past Year?

NEW YORK—One of the public relations efforts of the juke box industry has been the donation of phonographs to Charitable organizations, Churches, Synagogues, PAL's, Youth Centers, Veteran Hospitals, etc.

It would be of great value if the industry had an idea of just how many of these juke boxes have been donated (and serviced) during the past year—June 1953 to June 1954.

Fill out the coupon below and send it to us:

The Cash Box
26 W. 47th Street
New York, N. Y.

Gentlemen:

I have donated ______________ Juke Boxes during the past year.

These machines went to: ______________________________

____

____

____

Firm Name ______________________________________

Address ____

City ______________________ State __________________

. . . JUST THE FACTS, MAN! . . . THEY'LL TALK!

GOTTLIEB'S DRAGONETTE

SUPER-DUPER THRILLER FROM START TO END!

4 Million
DRAGONETTE
DOUBLE

CONCLUSIVE EVIDENCE . . .

DOUBLE AWARDS
Proven Play Incentive! Inserting second coin DOUBLES ALL AWARDS!

ROTATION SEQUENCE
From 1 to 8 lights bottom Roll-Overs for REPLAYS!

5 TRAP HOLES
4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!

MORE FACTS! . . .

- Hitting bottom Roll-Overs "A" and "B" lights top Roll-Over for SPECIAL!
- NEW MULTIPLE TYPE POINT SCORE!
- High Score to 7 Million
- 5 Pop Bumpers
- 2 Cyclonic Kickers
- 2 Super-Powered Flippers

D. Gottlieb & Co. Location Tested Products Leadership since 1927

"There is no substitute for QUALITY!"
GAUGED PRODUCTION and CONTROLLED DISTRIBUTION
Protect Your Investment!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

SEE IT AT YOUR DISTRIBUTOR NOW!

Wurlitzer Executive Answers N. Y. Herald Tribune Editor

Advises Juke Boxes Offer Fine Quality Music

A. D. PALMER, JR.

NORTH TONAWANDA, N. Y.—In the June 19 issue of *The Cash Box*, "Here and There" column, we noted that Art Rutzen, export manager of The Rudolph Wurlitzer Company, this city, was interviewed by a correspondent of the New York Herald Tribune, New York newspaper, on the advantages of the impending St. Lawrence Seaway.

The day following the appearance of the interview, one of the editors of this world famous daily newspaper, ran an editorial (with tongue-in-cheek) about the exporting of juke boxes and the juke box in general.

A. D. Palmer, Jr., advertising and sales promotion manager of The Rudolph Wurlitzer Company, in answer to the editorial, wrote the following letter:

"The article on page fifteen of your Tuesday (June 9) edition, used a product of our manufacture to explain the export shipping potential of the St. Lawrence Seaway. On the following day one of your editorial writers expressed surprise that 'juke boxes' were produced in this area and dismay that they should be in demand abroad.

"Both innuendoes indicate a lack of knowledge of the present-day coin-operated phonograph and its market potential. Wurlitzer has been a major factor in the business for more than twenty years. The modern 'juke box' is a far cry from the raucous monster which he depicts.

"The newest Wurlitzers offer a full high fidelity music system giving finer quality and wider tonal range than most modern home players.

"A coin-operated music installation today is truly an engineered music system and should not be confused with the honky-tonk record players of yester-year."

Congratulations
to CASH BOX
ON YOUR 12TH ANNIVERSARY

compliments D. GOTTLIEB & CO.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

My Very Sincerest Congratulations
IRV SANDLER
SANDLER DISTRIBUTING COMPANY
Des Moines, Ia. Minneapolis, Minn.

Congratulations
. . . ON YOUR 12th ANNIVERSARY AND MAY YOU ENJOY A GREAT MANY MORE
Dan Gaines
GAINES MUSIC COMPANY
4245 COTTAGE GROVE AVE., CHICAGO, ILL.

MUSIC GOES AHEAD

Music Equipment Sales Continue Well Ahead with the Demand for New Models at High Peak Here and Abroad.

CHICAGO—Reassuring to all engaged in the automatic music industry is the statement of one very well known manufacturer.

He said, "There has been no slowdown at our factory. Nor do we believe that there has been a slowdown at any of the major music manufactories.

"The fact remains", he continued, "that the music business hasn't reached its peak. Nor can we, at this time and for a long time yet to come, even speak of a point of saturation.

"The old, prewar machines alone, over 165,000 of them, as reported by The Cash Box in the survey it conducted last October, would mean two to three years of tremendous production and sales effort to just rid the market of these machines alone.

"Furthermore", he stated, "with the foreign markets becoming more active right along, plus the continuing demand from our own distributing organization here in the United States, and demand from the distributing organizations of the other major music manufacturers considered, it all means continued high production thru the third quarter of the year and well into the fourth quarter, with no slowdown ahead."

The music business is going ahead, according to most of the leaders in the field, and tho, in number of units it may not equal former years, due to the fact that phonographs of former years were much simpler and easier to produce, in dollars and cents the business is expected to equal or even exceed the boom year of '53.

This is important to all concerned with the automatic music field in view of the fact that it means phonos are being traded and sold at a very good pace and this, in itself, can lift the industry to new and greater heights.

Exclusive distributing franchises of the leading automatic music manufacturers are still highly valued by one and all in the industry. This, in itself, is an indication of the business being done everywhere in the nation.

In some areas, according to reports, some distributors who are also engaged with amusements, find their amusements sales going ahead of their music sales. But this does not mean that their music sales have fallen down.

It means, instead, that due to the fact they can obtain more amusement games than they can automatic phonos it may seem that their sales of amusements are greater.

But when averaged off these distributors find that the automatic music division of their businesses held up and, in many cases, even exceeded their expectations.

WANTED
FOR CASH

Beach Club
Palm Springs
Coney Island
Dude Ranch
Ice Frolics
Beauty
United Circus
Atlantic City
Frolics
United Rodeo

NATIONAL
COIN MACHINE EXCHANGE
1411 W. Diversey Blvd. Chicago 14, Ill.
(Tel.: BUckingham 1-6990)

SUMMER SPOT
SPECIAL!
SEEBURG 146
SYMPHONOLA
with White Dome
$99
WITH
4—5¢ Wall Boxes
3 wire or wireless
FREE!!
WITH DAVIS
GUARANTEE
Telephone Collect: SYracuse 75-5194
DAVIS DISTRIBUTING CORPORATION
SEEBURG FACTORY DISTRIBUTORS
725 WATER STREET
SYRACUSE, NEW YORK
(Phone: 75-5194)

★ ★
Congratulations to The Cash Box
on your 12th Anniversary
May you continue on ahead serving the entire industry as
faithfully and progressively as you have these past years.
Julius Mohill
STAR MUSIC COMPANY
★ 2212 N. WESTERN AVE., CHICAGO 47, ILL. ★

WURLITZER 1250 . . . . $265
WURLITZER 1500 . . . . $595
REFINISHED — RECONDITIONED — *LIKE NEW!*
Terms: 1/3 Deposit, Bal. C. O. D.
A Quarter Century
of Service
ATLAS MUSIC COMPANY
2118 N. Western Ave. • Chicago 47, Ill., U. S. A. • ARmitage 6-5005

Gottlieb Speeds Up Production To Cover Vacation Period

CHICAGO—D. Gottlieb & Company, this city, increased production this past week in order to fill orders for "Dragonette" prior to the firm's annual vacation from July 2 to July 19.

"We are meeting all the heavy demands for 'Dragonette' and are producing a reserve of games to have on hand the first week following the vacation period", said Nate Gottlieb.

"Since the factory and shipping department will be completely idle during vacation time", Gottlieb continued, "all orders received during this period by our skeleton office force will be filled immediately upon the resumption of work July 2."

"The popularity of 'Dragonette' has been tremendous, to say the least", Gottlieb concluded. "It definitely is one of our top five-ball games."

Sherfick's Son Drowns

SHOALS, IND.—Tragedy struck the nationally known operator Tom Sherfick, this city, when his 27 year old son, Tom Sherfick, Jr., was drowned Sunday, June 20. The boy was caught in an undertow while swimming in a river near Shoals, and went under before help could reach him.

Services were held at the Christ Church, Shoals, Tuesday, June 22.

Orders For Exhibit's "Shooting Gallery" Keeps Factory Busy

CHICAGO—Executives at Exhibit Supply, this city, reported this past week that the firm's already busy production line has been subjected to an additional "full blast ahead" schedule following an influx of orders for "Shooting Gallery".

W.E. (Ed) Hall returned from a recent visit to Pittsburgh, Cleveland and Toledo with a batch of orders for the gun game.

J. A. (Art) Weinand, Exhibit's vice president and general sales manager, followed thru with a sizable amount of orders after a New York City visit. Weinand was one of the many members of the industry in New York for the Mike Munves-UJA Testimonial Dinner.

Besides the orders, both Hall and Weinand brought back favorable reports about "Shooting Gallery".

Bill FitzGerald Visits Eastern Distribs

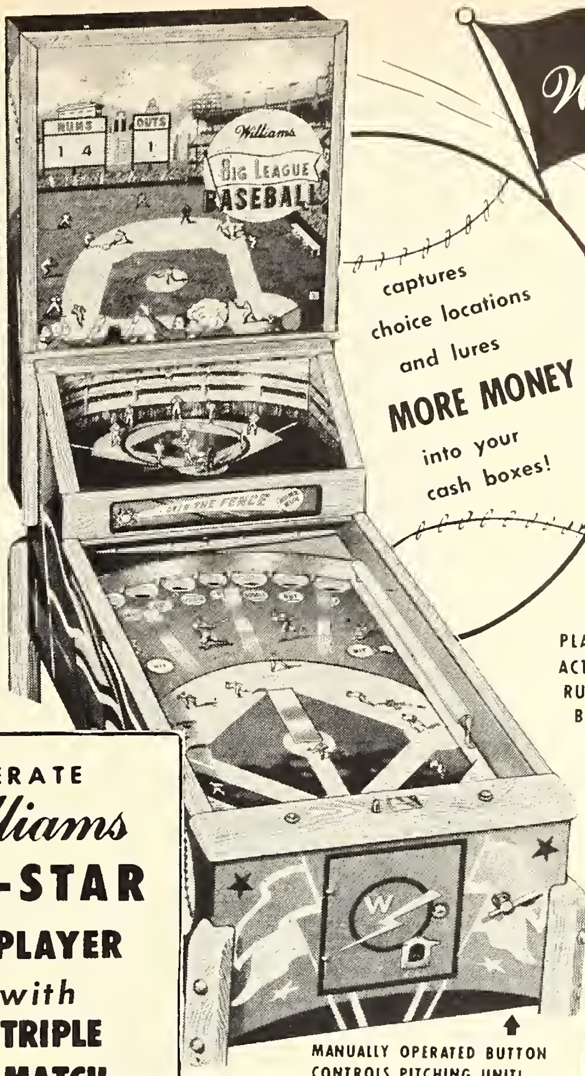
BILL FITZGERALD

NEW YORK—William (Bill) FitzGerald, advertising and sales promotion manager of AMI, Inc., Grand Rapids, Mich., wound up a week's travel thru the East in New York City.

Bill visited Redd Distributing Company in Boston, Mass.; Sheldon Sales, Inc., Buffalo, N.Y., and Runyon Sales Company, New York City. He left New York on Saturday, and will be back at his desk on Monday.

FitzGerald spent some time at *The Cash Box* office, and stated he was very well pleased with the reports these distributors gave him of conditions in their territories.

NEW



captures choice locations and lures **MORE MONEY** into your cash boxes!

Williams

BIG LEAGUE
BASEBALL

OVER THE FENCE HOME RUNS!

SINGLES! DOUBLES! TRIPLES!

A SMASH HIT!

THE ONLY AUTHENTIC TYPE BASEBALL GAME
with the
ANIMATED BASE RUNNING UNIT
an exclusive Williams feature!

Adjustable
1 PLAY for 10¢ - 3 PLAYS for 25¢
or
1 PLAY for 5¢ - 2 PLAYS for 10¢
5 PLAYS for 25¢

PLAYERS ACTUALLY RUN THE BASES!

REPLAY OR NOVELTY
plus
TRIPLE MATCH FEATURE

NUMBER	STAR	PENNANT
0 to 9	★	⚑

- Match Number and Star with Pennant lit.
- Replays for Runs Scored and Match Features.
- Scores up to 30 Replays for "TRIPLE MATCH"!

OPERATE
Williams
ALL-STAR
6 PLAYER
with
TRIPLE MATCH
feature!

MANUALLY CONTROLLED BAT!

MANUALLY OPERATED BUTTON CONTROLS PITCHING UNIT!

- Balls go up the ramps and over the fence for Home Runs!
- Balls hit onto ramps actually FLY THRU THE AIR!
- PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX
- MANUALLY CONTROLLED ELECTRICAL PITCHER
- LITES ON PLAYFIELD BASES INDICATE MEN ON BASES
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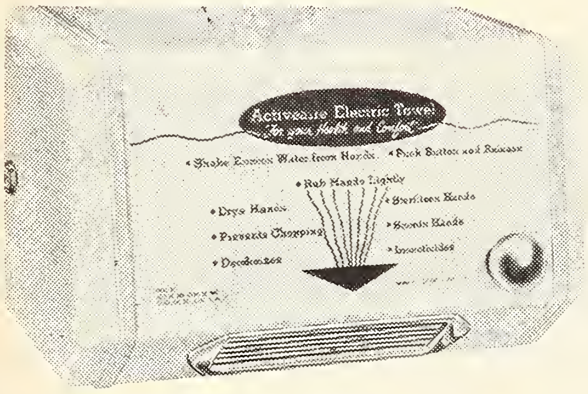

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- G.E. ozone lamp deodorizes and freshens air
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- And many other features

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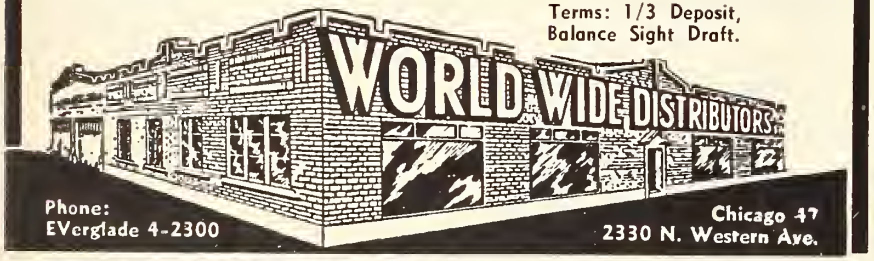

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Box No. 220
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26 W. 47th Street, New York 36, N. Y,

Genco Execs Cancel Vacations As Orders Pile In

CHICAGO — "All the executives have cancelled their vacations in order to help satisfy the demand for 'Rifle Gallery'," Ralph Sheffield, sales manager of Genco Manufacturing & Sales Company, this city, advised this week.

"The factory has been put on a daily overtime schedule, with full work on Saturdays," Sheffield added.

"Orders from all parts of the country are pouring in constantly," said Sheffield. "With the orders come enthusiastic comments about the exciting features of all-location gun game."

Paris Fair Features Coin Machines

CONCESSIONNAIRE EXCLUSIF
SEEBURG
APPAREILS NEUFS GARANTIS 1 AN

PARIS, FRANCE—The 50th Anniversary of "Foire de Paris" (Paris Fair) was celebrated early this month at the exhibition grounds located at the Port deVersaille, where more than three million visitors viewed products and equipment gathered from nearly all the countries in the world.

The coin machine industry was represented with about 25 exhibits located in the Hall de Vins (Hall of the Wines) where owners of cafes visit to place their orders for wines, coffee and cafe equipment. Among these exhibitors were European firms and representatives of American equipment. Among the American machines displayed were those of AMI, Evans, Wurlitzer and Seeburg. A juke box of French manufacture, a 25-selection machine, named "Futurity," and another French juke box "Olympic 55," a 20-selection machine, were displayed.

Pictured above is the exhibit booth of Societe Franco-Americaine of Paris, Seeburg's exclusive sales agents in France.

Oregon's Supreme Court Orders Portland To File Brief On Pinball Case

PORTLAND, ORE.—Oregon's Supreme Court ordered the city of Portland to file another brief to support the municipality's long effort to sustain its 1951 ordinance intended to outlaw pinball machines.

The high state court filed an order June 17 directing the city to file within 30 days a brief replying to one filed June 7 by Wilber Henderson, as counsel for Stanley G. Terry, the city's largest pinball machine owner, presenting arguments in support of a rehearing of the case.

Terry is seeking a reversal of the State Supreme Court's previous decision upholding the city's right to prohibit pinball machines. His filing of the rehearing petition and the subsequent court directive for an answer from the city have so far delayed effect of the court's decision.

Since the court probably will be in its summer recess when the city's answering brief is filed, final court action in the case is not expected until fall.

Pinball machines have operated in Portland without payment of city license fees since the Multnomah County Circuit Court granted Terry an injunction against the city ordinance early in 1952.

Rock-Ola Distribs Enthused, Reports Ray, Sales Mgr.

CHICAGO — King P. Ray, sales manager of the phonograph division of Rock-Ola Manufacturing Corporation, this city, who has been visiting the firm's distributors all over the country, reported during a stopover here, that distribs he visited were enthusiastic about the Rock-Ola "Comet".

"The distributors I visited had only the very nicest things to say about the 'Comet' ", Ray said.

During June, Ray visited with Lake City Distributing, Cleveland, O.; Dixon Distributing, Youngstown, O.; B. D. Lazar, Pittsburgh, Pa.; Eastern Vending Sales, Baltimore; Wertz Music, Richmond, Va.; Le Stourgeon Distributing, Charlotte, N. C.; Ross Distributing, Miami and Jacksonville, Fla., and Robinson Distributing, Atlanta, Ga.

Ray is now touring New York State. Distributors he is visiting include Bailie Distributing, Syracuse; Conrad Sales, Buffalo, and others.

Los Angeles Music Ops Hold Juke Box Party

LOS ANGELES, CALIF. — The California Music Merchants Association of Los Angeles held its first juke box party at the Cartwheel Restaurant in Norwalk on June 21.

A large gathering of operators and their families thruout the area attended. George A. Miller, president of the association came down from Oakland to be present. Tom Sams, West Coast representative for AMI, was also present.

A number of recording artists and disk jockeys came out to entertain the ops. Gabe Orland, chairman of the entertainment committee announced the association will hold a juke box party every three months.

NEW!

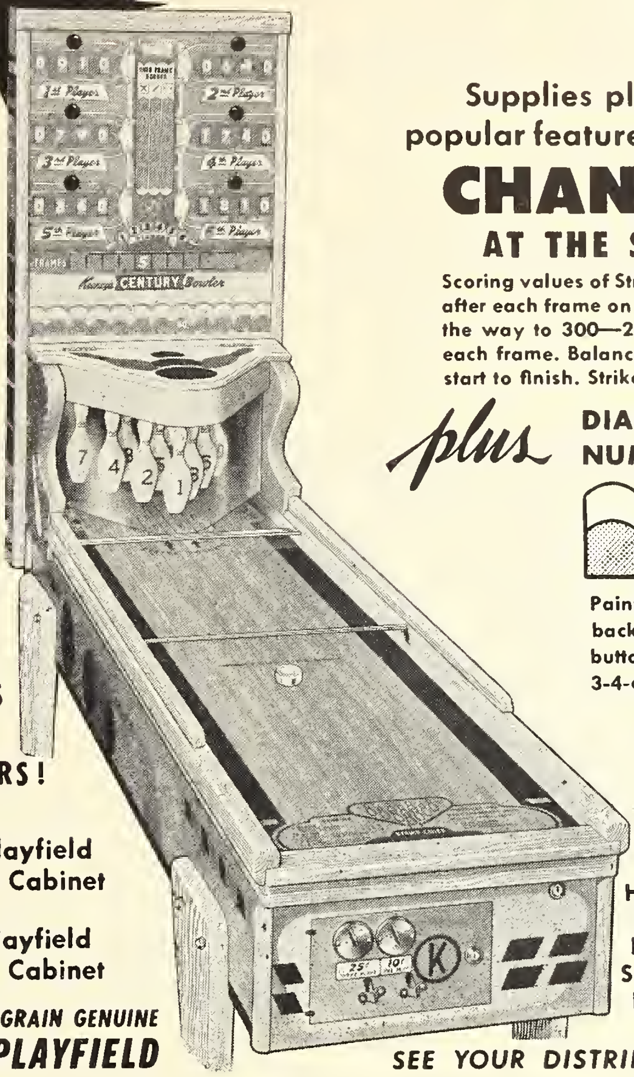
Keeney's CENTURY BOWLER

Supplies players with this sensationally popular feature that captures and holds the play!

CHANGING VALUES

AT THE START OF EVERY FRAME

Scoring values of Strikes—Spares—and Blows shuffle automatically after each frame on a mystery basis and range from 30—20—10 all the way to 300—200—100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.



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CHOICE TERRITORIES OPEN FOR DISTRIBUTORS!

9 foot Playfield on 8 foot Cabinet

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8 foot Playfield on 7 foot Cabinet

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NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD

plus **DIAMOND NUMBER MATCH FEATURE**

Paints are scored in various values indicated on the backglass in "matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3-4-or 5.

Flexibility **OF PLAY MEETS EVERY LOCATION REQUIREMENT**

Use the Changing Frame Values and different Matching Features to give players a change af pace!

HAS EVERY NEW KEENEY SERVICING FEATURE

SEE YOUR DISTRIBUTOR

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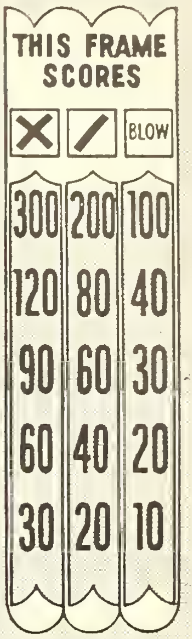
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

CHANGING VALUES *Exclusive* with **KEENEY!**



also Keeney's **BIKINI BOWLER**

Identical to CENTURY BOWLER excepting it has no "Match" feature.

Congratulations to CASH BOX

1954 *Anniversary* Issue

J. H. KEENEY & COMPANY, INC.

2600 West 50th Street • Chicago 32, Illinois

Stork Cancels Coinman's Fight Trip

OAK HILL, W. VA. — John "Red" Wallace, operator in this city, had bought his tickets for the Marciano-Charles "big" fight, his train reservations made—but never did get to New York.

A more important event took place just before "Red" could get away. His wife presented him with twins—a boy and a girl. Natch, "Red" was a trifle too busy to concern himself about a measly heavyweight championship fight.

Wallace, a member of the coin operating firm of Wallace and Wallace, was interviewed by the local press, which commented that "Red" denied he seriously considered naming the twins "pin ball" and "juke box".

The boy has been named John Arthur, Jr., and the girl, Debra Jean.

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WRITE FOR OUR LATEST PRICE LIST ON USED EQUIPMENT

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Good Wishes

to

THE CASH BOX

on its

Twelfth

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Best Wishes and Congratulations

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On The 12th Anniversary

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Mike Munves Honored At Testimonial Dinner

500 Coinmen, Many From Out Of Town, Hear Laudatory Commentary On One Of Industry's Most Outstanding Men

MIKE MUNVES

NEW YORK—Mike Munves, known thruout the world as the "Arcade King" was "King" of all the coin machine industry on Tuesday night, June 22. That was the night approximately 500 friends from the coin machine business from near and far gathered at the Commodore Hotel, this city, to be present to honor him at the Mike Munves-UJA Testimonial Dinner.

Meyer Parkoff, chairman of the affair, acted as toastmaster, introducing the various speakers, and at the same time painted a word picture of high praise for the guest of honor. Bill Rabkin, Art Weinand and Sidney Levine made short talks eulogizing the wonderful and modest Mike Munves. Ann Dancis, Munves' sister, presented Mrs. Rose Munves with a bouquet of flowers and read an original poem befitting the occasion. The guest speaker, Hugh McDonough, then told the gathering of the purposes of UJA and the reason donations were so necessary at this time. No solicitations of funds took place at the dinner—all pledges were made in advance.

From this point, the entertainers took over. Jackie Miles, top comedian, acted as master of ceremonies, introducing many recording artists, who contributed their efforts for the cause.

Mike Munves was presented with a plaque by Sidney Levine, acting for the UJA, and Meyer Parkoff presented him with another plaque on behalf of the Coin Machine Division.

A number of coinmen came from distant cities. From Chicago were Walter Tratsch, ABT Manufacturing Corporation; Art Weinand, Exhibit Supply; and Roy McGinnis, J. H. Keeney & Company. I. H. McIllhenny (Wurlitzer regional representative), Dave Bond and Charlie Wertheimer came in from Boston. Joe Boretsky, Silver Amusements, drove in from Montreal, Canada. Representing the manufacturing companies were Jack Gordon, Seeburg; Jack Mitnick, AMI; Ben Becker, Bally; Al Simon, Chicago Coin and Genco; and Dave Simon, United. Sol Silverstein and Judd Gallahan traveled in from Baltimore, Md. Dave Rosen came in from Philadelphia. Al Schlesinger from Poughkeepsie, N. Y. With Sol Gottlieb of D. Gottlieb & Company unable to be present, Irv Morris of Newark, N. J., represented this firm.

Large delegations from associations nearby joined in the celebration. They represented the Westchester Operators Guild, New York State Operators Guild and the Connecticut State Operators Association.

The banquet was one of the best ever held in this city from every viewpoint—and it couldn't have been more fitting than it should be held to honor one of the industry's oldest and most respected coin machine men—Mike Munves.

Mutoscope Introduces '54 "Drivemobile"

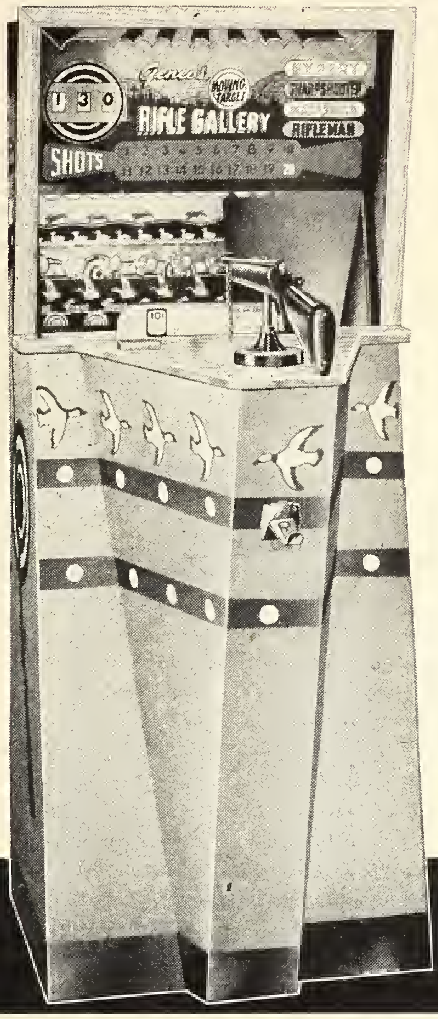
LONG ISLAND CITY, N. Y.—Bill Rabkin, president of International Mutoscope Corporation, this city, announced the firm is in full production of its new 1954 model "Drivemobile" amusement machine.

The first model of "Drivemobile" was manufactured by Mutoscope before the last war, and developed into a standard piece of equipment, bringing operators considerable profits from that time on.

The new "Drivemobile," as can be expected, incorporated the intriguing appeal of the first model, plus many new refinements in mechanical construction, appearance and play appeal. In the new machine, the player can sit down and simulate an actual drive. In addition the new model offers competitive scoring.

"Drivemobile" has been given severe location tests prior to putting the game on the production line.

"Reports from operators who placed 'Drivemobile' on test were so wonderful" states Rabkin, "from both performance and earning power, that we put it on the production line with complete confidence that we shall be able to sell all the machines we produce. Word has gotten around about the appeal, and we now have orders that will provide our factory with a full time production schedule. As a matter of fact, we contemplate adding another production line."



HERE IT IS!!...MOVING TARGETS!

GENCO'S ALL-LOCATION

RIFLE GALLERY

- FULL COLOR MOVING TARGETS DROP WHEN HIT!
- BRIGHTLY COLORED High-Lighted interior.
- GENUINE .22 cal. RIFLE with realistic gun flash, sound, and "kick"!
- PLUG ARRANGEMENT for optional Free-Play or Match Feature!

Special Bonus For "Expert" Rating
An extra row of 5 Special Targets automatically "pops up" and gives player five extra shots!

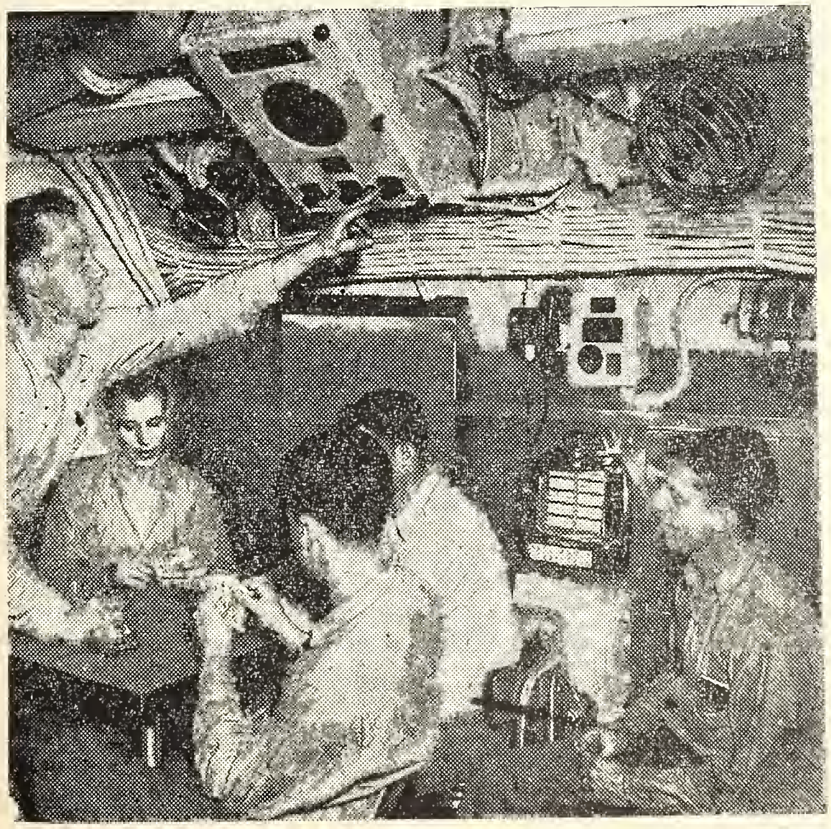
NEWEST, MOST EXCITING RIFLE GAME

Watch the ducks and rabbits *move*—just like a real arcade shooting gallery! 20 shots . . . 20 targets . . . 20 chances for thrilling, realistic action. Every hit actually *knocks down* a target. Total score on big multi-colored board lights up "Expert", "Sharpshooter", "Marksman", or "Rifleman" award. It's a real *test of skill* that produces plenty of fun and profit!

- Advance-type scoring with bonuses.
- Super-accurate swivel-action Rifle
- Easy access for servicing
- Compact: 6 ft. high, 43″ deep, 30″ wide

GENCO
MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

Submarine Sailors Get Juke Box Music Installation



NEW YORK—The New York Times sent out a reporter and a cameraman to view the life of a sailor aboard a United States submarine.

One of the new installations on the submarine U.S.S. Bergall that was given considerable space in the report was a juke box. Actually the installation (as seen in the photo herewith) is a 100 record Seeburg Wall Box, with the mechanism and records "locked up below decks."

The juke box installation was given a good deal of thought by the United States Navy, and now, together with several other items, is part of the program of the Navy to "make life as comfortable as possible in snugly shut up submarines."

Music, the reporter commented, is not new aboard a submarine, but the juke box lends a touch of what has been confined to shoreside atmosphere. The nickels played into the Wall Box go for new records.

The Navy is so pleased with the juke box installation that it stated other submarines will be similarly equipped as occasion allows.

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We are still growing too . . .

- We have air-conditioned our showroom and increased our facilities, including our premium department, to serve you better.
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- We deliver the latest games manufactured by Bally, Keeney, Genco, Gottlieb and Evans.

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Have complete facilities and staff to do a most satisfactory selling job.
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United Mfg. Presents Two New Gun Machines

"Jungle Gun" And "DeLuxe Jungle Gun" To Feature 10c Play, 3 For 25c, At Request Of Ops

BILL DeSELM

CHICAGO—Bill DeSelm, general sales manager of United Manufacturing Company, this city, enthusiastically displayed a handful of wires and messages from the firm's distributors demanding immediate delivery of the two new guns which United just placed into top scheduled production.

These are "Jungle Gun" and "De Luxe Jungle Gun." Both will feature 10c coin chutes and twin coin chutes, adding 3 plays for 25c, on request from the operator when ordering the guns.

The "Jungle Gun" is optional free play model without match feature. The "De Luxe Jungle Gun" contains the optional free play, plus what De Selm terms, "Our tremendously popular triple match feature."

DeSelm enthused over the mechanics of these new guns with the statement:

"In all the years I've been in this business I've never yet seen anything to equal the simplicity of the mechanics of the 'Jungle Gun' and, especially, anything that ever equals the easy servicing features in any machine of this kind.

"What's more," DeSelm stated, "the new 'Jungle Gun' is so well constructed that any operator can move it in and out of any type location and know that from the moment he sets it up, it will continue to work perfectly.

"The 'Jungle Gun' is one of the most outstanding achievements of our engineering department. This is attested to by the tremendous demand we are already enjoying from our distributing organization.

"The largest scheduled production runs that we have ever set up for a first run on any product are under way. Even these heavy schedules are already superseded by the orders we have on hand and the orders which we are receiving almost every minute of the working day."

THRU THE COIN CHUTE

JAX JOTS

The boys over Pensacola way are working like mad to inaugurate 10c play for their section of the State. **Charlie Livingston, Bill Donahoo** and **Oscar Ard** have devoted a lot of their time in making inquiries to areas where the conversion has been made. Bill and Charlie trekked over to Jacksonville and talked with many, many location owners to get their reaction before talking with the ops of that area. They reported overwhelming enthusiasm for the conversion by the locations themselves, and rushed back to report their findings to other ops in their city, who were still skeptical. Slowly, but surely, this profitable movement is getting under way.

Two of the hardest working operators in the business today are **Charlie Hawkins** and **L. T. Bird** of B & H Amusement Company, Panama City. They claim that it's no trick at all to get "Front Money" when the location is offered top-notch equipment. Then too, it must be backed up with excellent service and the latest records to make the picture complete, which they claim to offer. Most every operator knows this to be an unbeatable combination for making a route pay off. . . . **Leon Powell** of South Georgia Music Company, Thomasville, busy as the two proverbial cats completing arrangements to purchase the assets of his partner, **Robbie Robinson.** Robbie states that the Music business interferes too much with his fishing, at which he is quite proficient. However the ball bounces, this column wishes the best of luck to two very swell people. . . . One would have to do a lot of traveling to find a Record Distributor with more aggressiveness and know-how than **Bill Binkley**, who heads Binkley Distributing Company of Miami and Jacksonville. Bill's org distributes MGM, London, and many, many other labels which are identified with the race and blues category. **Mrs. "B"** handles the bookkeeping dept. and the sales desk is staffed by a little cutie pie in the person of one **Miss Irma Clark.** Here, therefore, are three reasons why the office stays crowded most of the time. . . . Operators all over the state report a sharp upswing in phono collections, reflecting their good judgment in adding new equipment and moving those pieces on down the step to give every location a change. This sort of careful and sensible planning is bound to prove to each and every operator that a great profit potential exists right on his own route, without running from hell to breakfast hunting new locations. To sum it up, take care of your old business and the new business desired will come to you.

Runyon Sales Co. National Distributors For "Activeaire"

BARNEY SUGERMAN

NEW YORK — Barney (Shugy) Sugerman, Runyon Sales Company, this city, became interested several months ago in the tremendous sales possibilities of "Activeaire" Electric Towel to coin machine operators thruout the nation, and undertook the national distribution.

"We studied the earning potential of this unit for coin machine operators," stated Sugarman, "using our New Jersey operation as a testing ground. Everyone of our locations was a prospect. We soon discovered that a large majority of the locations, not only needed a unit of this kind, but actually were happy to be able to install one.

"It then became a matter of producing an item that would be mechanically perfect to serve the need, and to have them manufactured economically. We were able to solve these problems to a point where the 'Activeaire' Electric Towel completely fits the bill."

As national distributors, Runyon immediately set out to establish territorial distributors. At this time, we are advised, only a few territories remain open.

The "Activeaire" Electric Towel drys and sanitizes hands, deodorizes, freshens and sweetens the air, and keeps washroom free of bugs, insects, flies, etc.

Carl Pavesi Re-Elected Pres. Westchester Operators Guild

Other Officers Voted Back Are Max Klein, Seymour Pollak And Lou Tartaglia

PORT CHESTER, N. Y.—Westchester Operators Guild held its annual election meeting on Monday, June 21, at the association headquarters, this city, and voted for their officers and board of director members for the coming year.

The incumbent officers were all commended on their accomplishments during the past year, and the members showed their confidence by re-electing these men to serve another term.

Carl Pavesi was voted to lead the organization, as president; Max Klein, vice-president; Seymour Pollak, secretary; and Lou Tartaglia, treasurer. Voted to serve on the four-man Board of Directors were Jimmy Smith and Nathan Kadish (re-elected), and Eddie Goldberg and Harold Rosenberg, serving for the first time.

THRU THE COIN CHUTE

MIAMI MURMURS

Tod Mahoney, Buffalo coinman, finished his vacation by buying and riding home in a new 1954 Cadillac. . . . **Willie Levey,** his wife and daughter getting ready to drive to New York in the new Cadillac. Willie will stay in New York for an extended vacation and warns all New York gin players to beware. . . . **Joe Mangone** has traded almost everything for new. First he built a new home; next he moved to a new building and is now on a trip to Chicago and Detroit and will drive back in a new Cadillac. Definitely won't trade Mrs. Mangone, tho, "cause I can't get along without her," said Joe. . . . **Sam Taran** walks around with a sparkle in his eyes since he returned from Chicago where he celebrated his anniversary. Claims he feels like a newlywed. . . . **John Haddock** in town for a few days. Too bad he couldn't stay for a little while and enjoy the Miami climate. . . . The Bush Distributing Co. mourns the loss of their office manager, **Jack Felber,** who passed away last week. **Ted Bush** stated that Felber was the type of person who was well liked by everyone in the trade and replacing him will be difficult. . . . **Willie (Little Napoleon) Blatt,** well known throughout the entire coin machine industry, will begin to taper off by his next birthday and hopes to retire completely within a year. Before doing so, however, Willie is advising the trade to watch for the new piece he's manufacturing, which he says will earn good profits for operators of all equipment. . . . **Mrs. Morris Marder** takes a few weeks off to visit with her brother **George Holzman** in New York.

EXCLUSIVE DISTRIBUTORS FOR

CHICAGO COIN MACHINE CO. in NORTHERN OHIO

Now Delivering—

HOMERUN BASEBALL GAME
SUPER FRAME BOWLER
CRISS CROSS MATCH BOWLER

SPRING CLEARANCE SALE
ON ALL USED SHUFFLE ALLEYS.
WE NEED THE ROOM!

WHOLESALE PRICES WHOLESALE PRICES

ONE BALLS

Bally Turf Kings, ea.	$45.00

PIN GAMES

Hay Burner Sea Jockeys Spark Plug Jalopy	$75.00 Ea.

BINGOS

ABC	$ 50.00
Atlantic City	150.00
Spot Lites	90.00
Lite-O-Line	50.00
Frolics	185.00
Cabana, Like New	275.00
Dude Ranch	425.00
Palm Springs	495.00
Leader	90.00
Beach Clubs	385.00
Beauty	325.00

NEW GAMES

Genco 2 Player Basketball	Write
Chicago Coin 6 Player HOME RUN Baseball	Write
Chicago Coin Super Frame Bowler	Write
Chicago Coin Starlite Bowler	Write
Chicago Coin Round the World Trainer	Write
Binks Zipper Counter Game	Write

SHUFFLE GAMES

Williams Double Header	$40.00

CHICAGO COIN

Matched Bowler, Drum Scoring	$165.00
10 Frame	165.00
Super Matched	200.00
Name Bowler	210.00
10 Frame Special, Double in the 5th Frame	235.00
Double Score Bowlers	280.00
Crown Bowlers	295.00
Triple Score Bowlers, Like New	330.00
Col. Cup, Replay Model	365.00
Advance Bowlers, Like Brand New	395.00

UNITED ALLEYS

United 4 Player, Formica Top & Large Pins	$65.00
United 5 Player, Formica Top & Large Pins	75.00
United Deluxe, 6 Player, Formica Top, Large Pins	95.00
United Super, 6 Player, Drum Scoring	140.00
United 10th Frame Super	165.00
United Cascade	250.00
United Olympic, Like Brand New	295.00
United Royal, Like Brand New	345.00
United Team Bowler, Like Brand New	Write

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MUTOSCOPE DRIVE MOBILE
MUTOSCOPE CROSS COUNTRY
ALL TYPES OF ARCADE EQUIPMENT

1/3 Deposit on all Orders.

Every Machine Is Cleaned & Checked, Ready For Location.

MONROE COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. : SUperior 1-4600)

CONGRATULATIONS
and
BEST WISHES
to
THE CASH BOX
on their
12th ANNIVERSARY

MINTHORNE MUSIC COMPANY
Jean and Dolores
Exclusive Seeburg Distributors
- Los Angeles
- Beverly Hills
- Palm Springs
- Phoenix

Congratulations
"Cash Box"
On Your 12th Anniversary
●
BINKS INDUSTRIES, INC.
4350 NORTH PULASKI ROAD, CHICAGO 41, ILLINOIS

Congratulations to Bill Gersh and "Cash Box"
"You've Certainly Done All Operators
A Lot Of Good"
PAUL and ELLEN BROWN
WESTERN AUTOMATIC MUSIC, INC.
4206 N. WESTERN AVE., CHICAGO 18, ILLINOIS

Congratulations "Cash Box"
FOR DOING SO GREAT A JOB FOR 12 YEARS

J. R. (Pete) Pieters
KING-PIN EQUIPMENT CO.
826 Mills Street
KALAMAZOO, MICH.

Joe Auton
KING-PIN DISTRIBUTING CO.
4737 John C. Lodge Expressway
DETROIT, MICH.

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

LOS ANGELES

Here's the mammouth 12th Anniversary issue that we have been telling you about for weeks. It's hot off the presses and chock full of vital information and special features. At this time I'd also like to devote a few lines to the staff of **The Cash Box** and the many people in the industry who have made the past year one of the big turning points in my life. It was just a year ago this month that yours truly joined the organization. This has been a big year and an eventful one for me and I wish to say many many thanks for making it possible. Your cooperation and helpful suggestions to someone new in the field was greatly appreciated. I shall strive to serve the industry in every way possible during the coming years. Everyone who attended the first juke box party of the California Music Merchants Association, Los Angeles division, on Monday, June 21, had an evening of great entertainment. Many recording artists came out to entertain for the many operators and their wives who were present. . . . **Lou Dunis**, prexy of Dunis Distributing Co., Portland, stopped off in LA from a trip East to visit the factories to say hello to his many friends along coinrow. . . . **Phil Robinson** and **Al Cohn** have returned from their Eastern trip but are having a hard time getting back into the swing of things again. Everyone gets that far-away look in their eyes every time Phil and Al start talking about Chicago and their stopovers in Denver, Salt Lake and San Francisco. . . . The vacation period is starting early this year at the Paul A. Laymon Company. **N. J. "Red" Creswell** and **Don Gilbertson** have both already taken theirs while **Jimmy Wilkens** plans to take off for Illinois with his family to visit relatives. He spent several days recently, with the new, walk-in, panel truck, showing the new Wurlitzer "1700" to ops throughout Southern Calif. Paul Laymon announced that the new model "1700" has a tremendous sale. **Frank Murray** has been employed in the Laymon shipping department. . . . Since opening the doors of Ray R. Powers Sales Company, prexy **Ray Powers** has had many new items and propositions offered to him by many manufacturers. He states, "We are on the lookout for as many good new items as we can find in order to build a complete catalogue." In the meantime Ray is working 'round the clock getting shipments of the Nelson Modernization Kits and Chrome Pilaster Sets ready to send out. His secretary, **Lucy Garcia**, has had wide experience in the coin machine field. She was formerly the secretary and office manager for the old E. T. Mape Distributing Company, this city, where she worked for six years. For the past four years she was employed in the purchasing department of Huntington Hospital.

Harold Chapman of Nickabob Sales Company is now serving his annual month of duty at Ft. Leavenworth, Kansas, as a member of the Army Reserves. . . . **V. Van Nattan**, sales manager for Auto Photo Company, recently returned to his office after spending three weeks in bed with pneumonia. . . . Caught several local operators in at Badger Sales Company admiring the new Genco moving target "Rifle Gallery." **Fred Gaunt** says that it's causing more comment than any other game in the place. . . . **Charley Robinson** and **Al Bettleman** are still receiving calls and letters from operators praising United's "Ace" Bowlers and they state that that's the absolute truth, not sales talk. . . . **Sam Ricklin** is back at his California Record emporium after a long vacation but says that he's having a hard time figuring out which records are selling the best. "Things move so fast in this business that if you even leave for a couple of weeks the whole picture changes," he stated, adding "the numbers that were hits before you left die out and new ones, that you never heard of, take their places." Sam visited several one-stops while back East and came back convinced that his operation is the most modern and up-to-date of any one-stop dealer in the country.

The modernization of the Minthorne Music showrooms were completed this past week with the adding of new glass front doors. They have gone all-out to make this the most modern and colorful building along coinrow. It was announced this past week that Minthorne Music Company has taken over the Keeney line. **Ed Wisler** recently returned from a trip calling on operators down San Diego way. He got back in time to celebrate his 15th wedding anniversary with his wife. . . . **Russell Hooker**, Phoenix, and **Bert Buetler**, Seattle, were vacationing in town. They both have been friends for several years yet neither one of them knew the other was in LA until they both bumped into each other at Paul A. Laymon Co. They had a great time talking about the days when Buetler worked for the Laymons. . . . Glad to hear that **Frank Lamb** is recovering nicely from a recent operation. . . . **Al** and **Bruce Cane** of Cane Distributing Co., are all excited about the way those new Rock-Ola "Comets" have been moving out. . . . In visiting the one-stops the past week was "Scat Man" Crothers along with **George Sherlock**, promotional manager for Decca Distributing Corp. **Fabor Robision**, head of Abbott and Fabor Records, was also visiting along coinrow plugging his latest releases. . . . Mr. and Mrs. **Bill Gordon** drove up from Brawley to take care of business along West Pico. . . . **Lee Nelson** also dropped in from Santa Ana. . . . **Vern Ephrom** and **Ray Anderson** both came from Bakersfield to visit here and there. . . . Also seen were **Noble Carver**, San Diego, and **Bill Thompson**, Long Beach. . . . The **Mulcays** were in at Leuenhagen's Record Bar again visiting with **Mary** and **Kay Solle.** They are plenty pleased the way their latest Cardinal waxing "Beer Barrel Polka" is starting to click.

THRU THE COIN CHUTE

NEW ENGLAND NIBBLES

A heat wave, with temperatures in the 90's, hit New England this week, but did not slow up the coin biz, which is hitting new highs with the opening of the outdoor season. . . . All vacations at Poole Distributors (Wurlitzer distribs) were postponed to Fall because of pressure of activity. A showing of the firm's new Cole-Spa, six-drink dispenser, manufactured by Cole Products, Chicago, Mon. and Tues., June 28-29, was expected to draw over 1,000 ops from the 6 N. E. states, **Harry Poole**, said. Among ops checking in this week, listed by **Max Plansky**, Poole general manager, were: **Bill Hamel**, New England Music, Concord, N. H. **Joe Hebert**, Merrimac Amusement, Lowell, Mass. **Sol Hurwitz**, Neptune Music, Lynn, and **Harry Deshowitz**, K. & D. Vending, Medford. . . . **Jerry Flatto**, operator of Boston Record Distributors, biggest N. E. one-stop, receiving plaudits for the 16-act vaude show he put on at the West Roxbury VA hospital. The Sunday show ran two hours and 42 minutes. **Bobby Wayne, Cindy Lord, Judy Valentine** and the **Love Notes** were among the recording artists stars entertaining. Jerry has been presenting similar shows for the VA, all on his own, at the Heath Street VA hospital in Roxbury once every month. **Ralp Lackey**, op of Karel Music, Roxbury, is among staunch admirers of Flatto's efforts. Among ops seen at Boston Record Distributor's one-stop this week were: **Luke Levine**, Boston; **Mel Wallace** and **Bud Seguin**, both of Newport, Vt.; **Al Jaffarian**, Albert Music, and **Don Ellis**, Jay Music, both of Haverhill, Mass. . . . According to a survey of musical tastes in Maine, N. H., Vt., and Mass., Hub distributors contend that pops and western are most in demand and Boston is only area where rhythm and blues are most popular. **Bob Jones**, general manager, Redd Distributing (AMI distribs), says firm had the biggest June in many years—ascribed the good biz to United's "Ace" alley, Bally's "Hi-Fi" and "Moon Ride." Bob, who is back from a visit to Chicago where he cut up jackpots with coin friends and visited United and Bally to look over new games, said demand for Bally's "Hi-Fi" in the territory is "terrific." Samples came in two weeks ago, and deliveries are now being made. Heavy repeat orders were noted. . . . **Bill Fitzgerald,** advertising and sales promotion manager of AMI, visited **Si Redd** this week, and **John Casola** and **Ken Sheldon** of United, Chicago, dropped in on their good will tour. Among ops visiting Redd Distributing this week were **Sam Conroy**, Bath, Me.; **Hal March**, Brattleboro, Vt.; **James O'Connor**, Danielson, Conn.; **Ray Shea**, Worcester, Mass. and **Leo Dugas**, Athol, Mass. . . . **Ed Ravreby**, World Fair, entertained **Leo Willens**, president of Capitol Projectors, at his home. Capitol's prexy reported after a survey of locations in Yankeeland that there is plenty of room and field is wide open. . . . Ed, who week-ended at Wyonatonic Hotel in North Bridgewater, Me., found time to look up coin men despite inroads gin rummy made on his time there. He chatted with **Al Sharp**, Naples, Me., who has just opened a new arcade and is installing kiddie rides, **Martin Olner** and **Harry Baker**, Portland, Me. ops. Ops visiting World Fair this week included **Freddie Koufus**, Boston; **Eddie Ross** and **Joe Freedman** of the Hub; **Al Sweeney**, Buzzards Bay; **Al Dolans**, Cape Cod and **Al Sharanow**, Cigarette Service. . . . **Ed Ravreby** donated rides to Melrose Hospital and the Parent Teachers Association, Wellesley, for charity drives this week. . . . **Ben Palastrant**, regional representative for Apco, Inc., and his wife just returned from a week at Lake George, where he attended the NAMA Regional I and II meeting.

THRU THE COIN CHUTE

NEW ORLEANS NOTES

Jackie Boasberg, son of the boss at New Orleans Novelty Co., is a most sought after athlete. Jackie, who finishes grammar school this year, is being talked to by every high school coach in the city. Jackie not only plays baseball, but stars in football basketball, and track. . . . **Eddie Dupaquier,** pretty wife and talented youngsters, motoring to Washington, D. C. late this month to participate in the National Roller Skating finals. Eddie will be one of the judges, and young Beverly will probably bring back her usual quota of first places. Beverly is certainly a very talented and pretty young lady. Her parents are mighty proud of her. . . . **Jake Gassenberger,** Westwego Amusement, Westwego, La., looking better and better each time you see him. He's had a pretty tough time with illnesses, but has finally put it down. . . . **Al Dargis** of Dargis Amusement off to Baton Rouge for a day. When you drive with Al you set the sensation of driving in an airplane on a cloudy day. . . . **Phillip Yaeger,** service man for **Emile Iacoponelli,** Jefferson, La. was the lucky person who fell heir to an air-conditioner unit when boss Emile had his home insulated and found he only needed two units instead of the three he had purchased. . . . Glad to see **Albert Huffine** about after his tonsilectomy. . . . We hear a new Rock-Ola distributor has been appointed to this section. Rumor is that the offices are located across the river in Gretna, La. . . . The industry is having its trouble these days with the Legislature, Uncle Sam and the State taking pot shots.

ROSEN SALE

The Price You See Is the Price You Pay

NO EXTRA CHARGES—PRICES INCLUDE CRATING

ALL MACHINES 100% CLEAN and CHECKED
Refund in 10 Days if Not Satisfied

PINS	
Dew-Wa-Ditty	$29.00
Dallas	29.00
Shoo Shoo	29.00
Mercury	29.00
Tucson	29.00
Thing	29.00
South Pacific	29.00
Tri-Score	34.00
Knockout	39.00
Pinky	39.00
Rocket	39.00
De-Icer	39.00
Nifty	39.00
Frisky	39.00
Rag Mop	39.00
St. Louis	39.00
Georgia	39.00
Harvest Time	44.00
Star Series	49.00
Harvey	49.00
Three Musketeers	49.00
8 Ball	59.00
Cyclone	69.00
King Pin	69.00
Rockettes	69.00
Hayburner	69.00
Fairway	110.00
Quintette	115.00

MUSIC	
Wurlitzer	
800	$ 49.00
1015	95.00
1080	95.00
1100	195.00
1250	265.00
1400	445.00
1450	445.00
Seeburg	
146	$ 79.00
147	95.00
148	179.00
Rock-Ola	
1422	$ 79.00
1428	179.00
1434	365.00
AMI	
C	$265.00
D-40	395.00
D-80	495.00
Others	
Music Mite	$ 49.00
Aireon	49.00
Mills Constellation	95.00
Evans Constellation	195.00

BINGO GAMES	
Keeney Holiday	$ 49.00
5-Star	60.00
Turf King	65.00
Bright Lights	75.00
Spot Light	89.00
Stars	89.00
Futurity	95.00
Silver Chest	135.00
Palm Beach	175.00
Palm Springs	485.00

SHUFFLE ALLEYS	
League Bowler, 4 player	$ 49.00
League Bowler, 6 player	69.00
Shuffle Target	69.00
Chi. Coin Baseball	79.00
Chi. Coin 10 Frame Double Score Bowler	225.00
Shuffle Pool	350.00

ARCADE EQUIPMENT	
Thunderbolt	$ 75.00
Keeney Anti-Aircraft	95.00
Seeburg Bear Gun	145.00
Muto. Photomatic (pre-war)	195.00
Horoscope	395.00
Genco Basketball	Write
Exhibit Shooting Gallery, New	Write

MUSIC BOXES	
Personal Music	$1.00 up
Packard	1.00 up
Seeburg	1.00 up

BEVERAGE
Cole-Spa 1200, 3 flavors
$999.00

⅓ with order, balance C. O. D.

RIDES	
Jeep Tank	5195.00
Rocket Ship	245.00
Galloping Beauty Horse	345.00
Chi. Coin Super Jet	445.00

Act Quickly—ORDER TODAY

Best Wishes To Cash Box on Your 12th Anniversary

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA 23, PA.
PHONE: STEVENSON 2-2903

Congratulations "Cash Box"
On Your
12th Anniversary

Al Bergman

SHELDON SALES, INC.

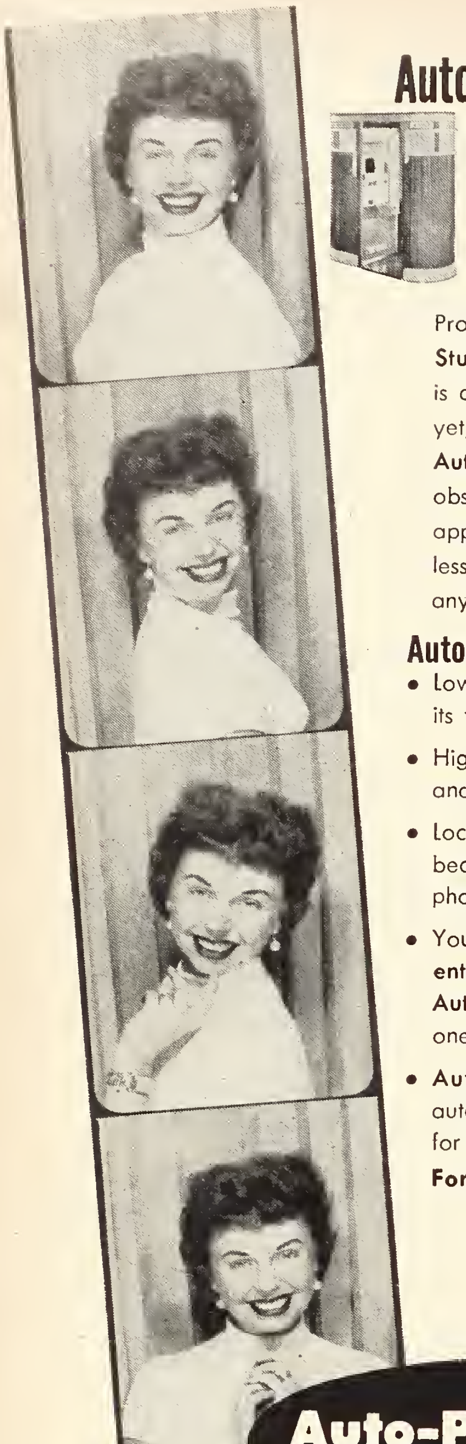
881 MAIN STREET, BUFFALO, NEW YORK
Direct Factory Distributors For
AMI, INC. and BALLY MFG. CO.
Representing: UNITED MFG. CO. and
ALL LEADING MANUFACTURERS

CONGRATULATIONS CASH BOX!

You deserve the best for having
given of your best to our industry!

ATLANTIC NEW YORK CORP.

Exclusive SEEBURG Distributors
583 10th Avenue New York 36, N. Y.
Phone: CHickering 4-0760
In New Jersey: 772 High Street, Newark, N. J., MItchell 2-1891
In Conn.: 790 Albany Avenue, Hartford, Conn., CHapel 6-1666



Auto-Photo Studios Give Investment Security with Greater Profit

Profits know no season for **Auto-Photo Studio** operators. **Auto-Photo** business is a year around business. And better yet, it is a year-after-year business, too. **Auto-Photo Studios** do not become obsolete. Do not lose their customer appeal. **Auto-Photo Studios** depreciate less than any other coin machine of any category.

Auto-Photo Facts!

- Lower operating costs and higher profits than any other vending machine!
- Higher gross because customers know and appreciate the difference!
- Locations remain productive for years because customers appreciate quality photos that do not fade.
- Your business builds because **4 different photos for 25¢ — offered only by Auto-Photo** — is a bargain that everyone appreciates.
- **Auto-Photo Studios** are completely automatic — easy for customer — easy for operator.

For Greater Profits and Investment Security, Write Today!

Auto-Photo Co., Inc.
1452 So. San Pedro St., Los Angeles 15, Calif.

Congratulations
to
THE CASH BOX
On Its
12th Anniversary
PAUL A. LAYMON, INC.
1429-31 W. PICO BLVD. (Phone: PRospect 7351) LOS ANGELES 15, CALIF.
BALLY DISTRIBUTOR
So. Calif., So Nevada
Arizona
WURLITZER Phonograph DISTRIBUTOR
So. Calif., So. Nevada

Congratulations
"Cash Box"
from
Col. Lew and Evelyn Lewis
and our Doberman
"Champ Jefferson Davis"
MERIT INDUSTRIES, INC.
542 W. 63rd ST., CHICAGO 21, ILL.
Phone: ENglewood 4-9202

BUY THE BEST

UNITED CLOVER 5A	$315.00
UNITED ROYAL 5A	395.00
UNITED CASCADE 5A	295.00
KEENEY 10 PLAYER	215.00
KEENEY 6 PLAYER	195.00
WILLIAMS SPARK PLUG	95.00
WORLD SERIES DELUXE	125.00
EXHIBIT SILVER BULLETS	125.00

"BINGO GAMES"

PALM SPRINGS	$495.00
DUDE RANCH	425.00
BRIGHT LIGHTS	89.50
GENCO GOLD NUGGETS	195.00
BINKS ZIPPERS, NEW	79.50

Central Ohio Coin Machine Exchange
525 S. HIGH ST. COLUMBUS, OHIO
ADams 7254

THRU THE COIN CHUTE

EASTERN FLASHES

Right at the start of this column, before we go any further, we most humbly thank all in this great coin machine industry for having contributed to the success of this, our 12th Anniversary Issue. It is heart-warming to know THE CASH BOX and its staff have so many good friends and staunch supporters. The only statement we can offer, is that THE CASH BOX and every individual member of the organization, will continue to serve the coin machine industry honestly, faithfully and constructively.

* * * * *

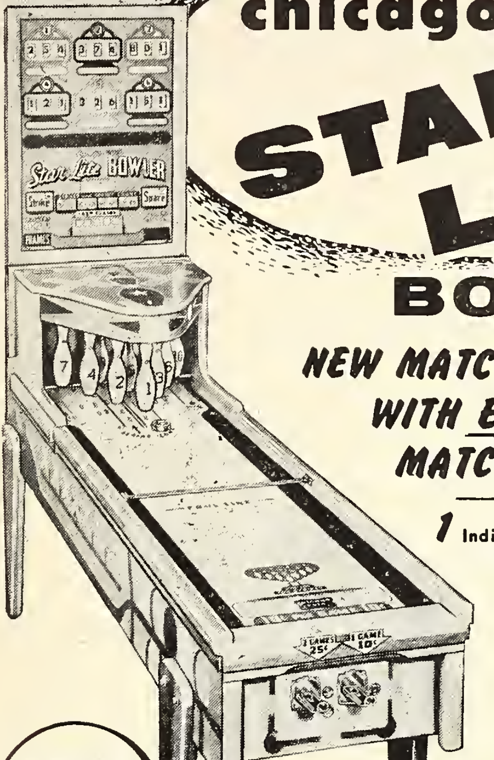
The Mike Munves-UJA Testimonial Dinner, held on Tuesday night, June 22, at the Commodore Hotel, New York, is one, not only Mike Munves, but all who attended, will long remember. This honor couldn't have happened to a nicer guy—and the turnout of approximately 500 friends is the true indication of how the members of the coin machine industry feel toward Mike. . . . Many came from distant cities. . . . From Chicago, there were **Walter Tratsch, Art Weinand** and **Roy McGinnis. Sol Gottlieb** sent word that he would have loved to be present, but that he had just left a hospital, where he had a check-up, and, altho he was feeling fine, couldn't get to New York in time. . . . Another friend who came a long way was **Joe Boretsky** of Silver Amusements, Montreal, Canada. Joe had plane reservations for himself and his wife for Wednesday, June 23, but upon reading the story in **The Cash Box** that the affair was for Tuesday night, he cancelled his flight tickets. He was unable to get a flight for Tuesday, so he drove to New York, leaving Montreal at 5:30 AM, Tuesday. He arrived in time. . . . The factories were well represented, in addition to those who came in from Chicago. **Jack Mitnick**, AMI's regional representative, cut short a southern trip, and flew back here from Atlanta, Ga. Also participating were **Jack Gordon**, Seeburg regional representative; **I. H. (Mac) McIllhenny**, Wurlitzer regional representative; and **Ben Becker**, Bally regional representative, who was covering the Pennsylvania area, and came in for the party. Ben returned immediately to finish the Pennsylvania job. . . . **Sol Silverstein**, Hub Enterprises, and **Judd Gallahan**, Roy McGinnis Co., both of Baltimore, were on hand. . . . **Dave Rosen** came in from Philadelphia. . . . **Irv Morris** from Newark, N. J. . . . Boston was represented by **Dave Bond** and **Charley Wertheimer**. Bond arrived the day before to see his daughter off on a European trip. . . . **Al Schlesinger** of Poughkeepsie, N. Y., and his beautiful wife, renewed old acquaintances. . . . **Mrs. Morris Marder** of Miami, Fla., was accompanied by her brother **Georgie Holzman**, (Morris Marder is a Fla. op). . . . **Tony Catanese** and partner **Lou Marozin** of Suffern, N. Y. drove to N. Y. to be on hand.

The nearby associations were well represented. From the Westchester Operators Guild were: **Carl Pavesi, Seymour Pollak, Max Klein, Lou Tartaglia** and **Nat Bensky**. . . . From the New York State Operators Guild were: **Jack Wilson, Lester Smith, Tom Goebel, Felice Spinapolice,** and **Tommy Greco.** From the Connecticut State Operators Association we noticed only **Jimmy Tolisano.** There may have been others.

It was a grand party with every New York jobber and distributor, and hundreds of operators joining in a tribute to the "Arcade King" **Mike Munves.** With **Meyer Parkoff** acting as toastmaster, several close friends of Munves made short talks eulogizing the guest of honor and his wife **Rose. Bill Rabkin, Art Weinand** and **Sidney Levine** spoke of Mike's charitable accomplishments over the years, and of his sterling character.

* * * * *

Art Weinand, Exhibit Supply, arrived in New York, Friday, June 18 with **Mrs. Weinand** and their three children. They spent their time seeing the sights, then flew back to Chicago Wednesday, June 23. . . . **Mr. and Mrs. Walter Tratsch**, ABT Manufacturing, also arrived a few days prior to the Munves Dinner. They visited many of their friends in the area, staying on until the end of the week. . . . **Roy McGinnis**, J. H. Keeney & Co., also spent most of the week in the big city. . . . **Tony Catanese**, Silver King Amusement Co., Suffern, N. Y., received quite a bit of publicity in the New York Herald Tribune for his flight from Suffern, N. Y. to Montreal, Canada, this week. Tony, who owns a Piper Try Pacer, is an experienced civilian flyer, and took part in a goodwill flight for an air meet in Montreal. . . . **Charlie Rubenstein,** well known arcade owner, with spots on 125th Street, and Eighth Ave. and 42nd Street, advises he's using more space for Capitol's "3-D Picture Machines." . . . **Phil** and **Mac Greitzer**, Brooklyn music and games operators, who also run a batting range in that boro, down on coinrow shopping. They tell us the batting range continues to do a turn-away business. A new attraction added this year is the baseball pitching machines. . . . The Monday night elections at the Westchester Operators Guild saw the re-election of Carl Pavesi as president; Max Klein, vice-president; Seymour Pollak, secretary and **Lou Tartaglia**, treasurer. Selected for the Board of Directors were **Jimmy Smith** and **Nathan Kadish** (re-elected), and **Eddie Goldberg** and **Harold Rosenberg**, new directors. . . . **Claire Morano**, secretary to **George Ponser**, business manager of the Association of Amusement Machine Operators of N. Y., was out of the office last week due to the death of her brother-in-law, **Patsy Morano.** . . . **Sol Silverstein**, Hub Enterprises, Baltimore, Md., boasting about his four wonderful kids. The oldest boy reached his 10th birthday this week. . . . **Ben Smith,** advertising counsel for many in the coin biz here, tells us his daughter graduated from high school with honors, and enters Wellesley College. . . . **Larry Serlin's** daughter being married very shortly.



chicago coin's

STAR LITE

BOWLER

NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!

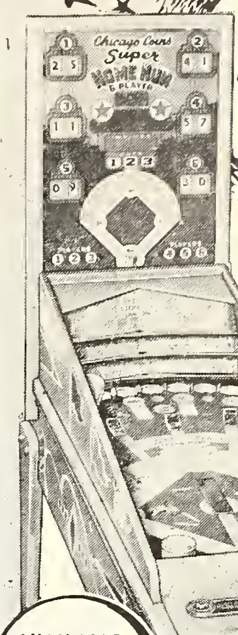
1 Individual player by matching one or several numbers lights up one or several Stars in each game!

2 Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!

3 Matching features begin in the first frame and continue in every frame until the game is over!

4 STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900.

AVAILABLE IN STRAIGHT 10c:—or 10c 3 for 25c PLAY!



chicago coin's

SUPER HOME RUN

6 PLAYER BASEBALL GAME with the 3 WAY "MATCH" and "FREE PLAY" Features!

(1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

Game can be set to operate at 1, 2 or 3 innings per game. Each inning constitutes 3 outs.

Single player continues at bat until game is over — Multiple players alternate as in bowling games after 3 outs are made.

Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!

Player hitting ball OVER the ROOF gets a HOME RUN plus RUNS for every man on base . . . plus 5 EXTRA RUNS!

Player hitting ball into Upper Grand Stand gets a HOME RUN plus RUNS for every man on base . . . plus 3 EXTRA RUNS!

AVAILABLE IN STRAIGHT 10c; or 10c 3 for 25c PLAY!

chicago coin MACHINE COMPANY 1725 W. DIVERSEY • CHICAGO 14

Now Available! chicago coin's NEW **FEATURE BOWLER**

Bob Bear Back From Extended Visit To West Coast Distribs

ROBERT H. BEAR

NORTH TONAWANDA, N. Y.—Bob Bear, Wurlitzer sales manager, returned from his West Coast swing with a renewed enthusiasm for the phonograph business outlook and glowing comments on Western hospitality. In a trip lasting just over two weeks, Bob included all of the far west territory in his calls.

At Tucson, Arizona he visited the new place of business of Canyon States Distributing Co., Inc. and enjoyed the reports of excellent sales on the Wurlitzer "Model 1700" from Arch Hawley and Tony Avitabile, partners in the Tucson enterprise.

In Los Angeles he visited with Paul and Lucille Laymon and discussed the increasing interest of operators for the new Wurlitzer line in that West Coast city.

After a flight to San Francisco and a talk with M. H. "Rosy" Rosenberg, Bob, accompanied by Gary Sinclair, West Coast representative, proceeded to Seattle where the two Wurlitzer men spent some time with Ron Pepple, president of Northwest Sales Company.

In Denver the continued demand for new Wurlitzer equipment was discussed with Howard E. Hold and Mike Savio of Draco Sales Company. Bob then continued his trip on to Omaha where he and Bill Mashek of Central Music Distributing Co., Inc. went over the sales potential for the remainder of 1954.

Back in his office at North Tonawanda, Bob reported these reactions. "The outlook for our business is the best in years with a continuing, very strong demand for the 1700", he stated enthusiastically. "It is quite evident that this upsurge in sales is going to be sustained well through the summer and fall. We have a strong, hard-hitting distributor organization which is today getting more orders on the '1700' than we are able to deliver phonographs. The future appears very bright."

"Continuing growth of the American population and high employment indicate a possibility that 1956, Wurlitzer's Centennial year, will be the best year we ever enjoyed in the phonograph business.

WILLIAM POUND AGENCIES, LIMITED

Distributors Of

AMUSEMENT MACHINES

Nickelodeans • Games

Vending • Novelty Machines

68 WATER ST., ST. JOHNS, NEWFOUNDLAND, CANADA

"Insect Control" Unit Offered To Coinmem

ELIZABETH, N. J.—Remington Products Corporation, this city, headed by the well known coinman, Sam Wichansky, is now offering its Automatic "Insect Control" unit to the coin machine industry.

"The operator visits the very place where these units are used mostly—taverns, bars, confectionery stores, and hotels," Sam said. "He can operate a route of these units which scientifically control insects, serving the location at the same time he services his machines. We, as operators ourselves, have found that we are able to earn extra profits while running our machine routes. Other operators thruout the country can do the same."

Remington Products has had the product out on the market for some time now, and claims it has been tried, tested and proven. The firm states the Automatic "Insect Control" guarantees control of flying insects, is odorless and stainless; operates simply, swiftly and silently, requires no labor whatever; and is approved by the Underwriters Laboratories.

Congratulations,

CASH BOX

On Your 12th Year of Progress and Service

Clayt Nemeroff *Charley Pieri*

OPERATORS

Get on our mailing list for TOP VALUES IN QUALITY EQUIPMENT OF EVERY SORT—NEW AND USED!

•

MONARCH COIN MACHINE, INC.

2257-59 N. LINCOLN, CHICAGO 14, ILL.
Lincoln 9-3996-7-8

Congratulations to Bill Gersh, Joe Orleck and the entire staff of The Cash Box on your 12th Anniversary

BILL WHITCOMB
JACKSONVILLE, FLA.

Our Specialty Is

GUNS

They Work...
They Take Top Money...
They Maintain Their Value For Years!
THE BEST OF THEM ALL
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SHOOTING GALLERY

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CHICAGO

THRU THE COIN CHUTE

SOUTHERN STATES

MISSISSIPPI MEANDERS

H. E. Daniels of Capitol Music, Jackson, has added the Dr. Pepper Cup Vendor to his route and reports it a good money maker. Love to visit Ed's shop; it's so spick and span at all times. . . . **John Haley** and **Winfred Swales** are plotting something. . . . **Frank Perino** of Dixie United seen wrestling with a vacuum cleaner and was he hot. . . . Got a great big laugh out of **T. L. Cheatham** and the fishcaller. . . . **Charles Hall** out somewhere ducking the heat. . . . At T. C. Null, Meridian, **W. J. Randall** and **Harold Newall** were busy counting a year's take (of pennies) and was it hot work. . . . **Lex Howard**, Grenada, asking for The Cash Box the minute he got in after a forty-mile drive. Wonders out loud how an operator can get along without the C.B. . . . **C. U. Collens** and **Lex** of the Crystal Amusement Co., hard at work and will continue to be until vacations are over. **Clyde McWorter** in Florida now and **John Ed. Williams** will leave next week for a fishing trip.

TENNESSEE TOPICS

Earl Montgomery and **Frank Smith**, S & M Sales, Memphis, apply for "20 Year Club" cards. Earl and Frank went into business together in 1933. Earl has been with Rock-Ola some thirty odd years. . . . **Clarence Camp** of Southern Music was out beating the bushes this week and reports business is good. . . . **Albert "Cut Worm" Pierce**, who sold his interest in the P. N. Amusement Company several months ago, ran and was elected to the post of Circuit Court Clerk in his home county (Henry County). . . . **Charles Eaker**, new owner of P & N Amusement enthused with the biz and says "there's no business like coin business." Eaker has added several locations each week since he took over. . . . **Mrs. C. H. Williams**, wife of C. H. Williams of Ideal Music, Jackson, admitted to the hospital for a minor operation. . . . **Holland Waller** of Ideal Music, in Nashville for a meeting of the Music Operators of Tennessee. . . . Operators in the Kentucky Lake vicinity look forward to a good season as park officials forecast more than 20,000 vacationists this year.

ALABAMA ACTIVITIES

Max **Hurvich**, Birmingham Vending, reports a very sad accident. . . . **James Fowler**, his wife, **Jackie**, and **Vera Godman**, left Birmingham on May 22 for a two-week vacation in Florida. They were killed when their car was struck at a rail crossing near Columbus, Ga. James and Vera had been with Birmingham Vending for the last ten years. . . . **Hubert Hare** of Music Box, just out of the hospital after an automobile wreck some weeks ago, is back in action and swinging high. . . . O. C. Coker of Magic City Music Co. on vacation with his family in Florida. Brown and Hoskin will hold down the fort for the two weeks Coker will be gone. . . . **Otto Gluth** of F. A. B., Birmingham office, off for a two-week vacation in the Virginias. . . . **Grady Richey** of Bessemer, out beating the bushes. Grady has a route of candy and cigarette vendors. Grady, just back from a vacation in New York with his family, has nice things to say about the Keeney Cigarette Vendor and the Keeney "Bikini" Bowler which he just added to his route. . . . The younger generation of the coin machine industry who want to see the early games might make a visit to Tuscaloosa and A. L. Kropp a part of their vacation. Kropp started as an operator back in 1905 and still has the first "Ballyhoo." Still looking and working like new is the Jennings' "Sportsman." Kropp and his wife have been working together all these years. Although a member of the 20 year club, Kropp should have a card that designates him a 50 year clubber.

THRU THE COIN CHUTE

UPPER MID-WEST MUSINGS

Personal business brought **Leon Harris** of Enderlin, N. D., into the Twin Cities but while in town Leon picked up some supplies and records for his route. . . . **Lyle Kesting** of Bellingham, Minn. reports that the Kesting clan had a family reunion this past week and the occasion was brought on by Lyle's brother Gene coming up from Texas to visit with the family. Gene is an air force instructor. . . . **Joe and Don Totzke** of the Totzke Music Company of Fairmont, Minn. made the trip in to look over new Admiral line . . . **Phil Moss** of the Atlas Music Company of Des Moines, Iowa spent a day in the Twin Cities. Phil visited the various distributors. . . . **Phil Atol** of the Lake City Amusement Company of Cleveland, Ohio stopped in Minneapolis on his way up to spend a week with his folks and brothers in Duluth, Minn. . . . **Ed** and **Millie Birkemeyer** of Litchfield, Minn. were busy getting caught up on their work so that they could take a few days off to do some fishing at their cottage on Lake Coronis. . . . **Stan Woznak** of Little Falls, Minn. is a fellow who likes to get up early in the morning to do a bit of fishing before starting on his route work. . . . A long range visitor is **Andy Benna** of Ironwood, Mich. who made the trip into Minneapolis to pick up some supplies and records for his route. . . . Genial **Al Redding** of La Crosse, Wis. was in town shopping for equipment for his route. **Don Smith** of Sioux Falls, S. D. Came in to see what was new in games. Doing some shopping and looking over the bowler and games were **Jim Stansfield** of Winona, Minn.; **Jim Donatell** of Spooner, Wis.; an **Elmer Van House** of Creston, Iowa. . . . Recent visitors to the Twin Cities were **Elgin McDaniel** of Wadena, Minn.; **Elmer Graden**, Marty's Sales and Service of Winona, Minn.; **Jim Lucking** of Benson, Minn.; **Pete Vanderhyde** of Dodge Center, Minn.; **Vinc Jorgenson** of Mason City, Minn.; **Ben Jahnke** of Hutchinson, Minn.; **Art Berg** of Fairmont, Minn.; **Leo De Mars** of Ashland, Wis.; **Gordon Dunn** of Moose Lake, Minn.; **Dick Grant** of Mound, Minn.; **John Galep** of Menomonie, Wis.; and **Kaiser Savard** of Red Lake Falls, Minn.

THRU THE COIN CHUTE

CHICAGO CHATTER

Twelve years ago, in the dark of World War II, as publications rushed from this industry, there came into being a medium through which all who remained in the industry would be able to communicate. Those who today remain in the industry from that June week in 1942, will recall it was anything but an easy task to present an entirely new and different publication to the trade. A publication that was solely, completely and exclusively devoted to this industry, and this industry only. That understood the problems of the peoples engaged in this field. That had experienced their glad days and sad days, their triumphs and their failures. That was willing to most completely devote itself to their cause. To champion their rights. To fight for them to the very end if necessary. This was **The Cash Box.**

The publication that has proved its right to be part and parcel of this industry. The publication that has seen many of its "dreams" become actualities. That has fought hard for the industry. Fought hard for the better general welfare of all concerned with this trade. That is fighting even harder today to help all achieve the goal of success which they have set for themselves in this field. This publication, **The Cash Box,** with this issue, celebrates its **"12th Anniversary"** in the industry. Most sincerely, and with great humility, it thanks each and everyone in the industry for helping it to achieve its present high pinnacle of acceptance.

It is a most heartwarming feeling to know that the readers of **The Cash Box** consider it their 'friend'. That they read it as 'The Bible of the Industry'. That they look forward to it each week with eagerness. That they back it to the limit. To these people, these friends, the subscribers and advertisers who have helped to make **The Cash Box** the most outstanding publication of its kind in the history of this industry, the entire staff of **The Cash Box** gratefully, sincerely, wholeheartedly, and very humbly says, **"Thank you".**

This Chicago office of **The Cash Box** wants to thank **Sam Hastings** of Milwaukee whose ad was the very first one received for this **"12th Anniversary"** issue. . . . Next came **Bob Gnarro** of ABC Music, Chicago. . . . Followed by **Phil Weisman** of Universal, Chicago. . . . And sincerest thanks to all the other people, like **Buster Williams** of Memphis. . . . **Al Siegel** and **Art Lipton** of Toronto. . . . **Joe and Eloise Mangone** of Miami. . . . **Ben Coven** of Chicago. . . . **Max Brown** of Philadelphia. . . . **Andy Oomens** of Chicago. . . . **Harry Miele** of Williamsport, Pa. . . . **Jake Dobkin** of Wheeling, W. Va. . . . **Joe Abraham** of Cleveland. . . . **Sam Taran** and **Eli Ross** of Miami. . . . **Mike Malkin** of Fayetteville, N. C.

Maurie and Eddie Gensburg of Chicago and their entire staff. . . . **George George** and **Roy Monroe** of Cleveland. . . . **B. D. and J. D. Lazar** and their entire staff of Pittsburgh. . . . **Ted and Rose Bennett** of Toledo. . . . **Walter Tratsch, W. A. Patzer** and **George Kozy** of A. B. T., Chicago and their entire organization. . . . **Bert Lane** of Miami. . . . **Carl Angott** of Detroit. . . . **Jack Fagman** of Chicago. . . . **Frank Page** of Roanoke, Va. . . . **Mike Spagnola** and **Joe Glimco** of Chicago. . . . **Vic Comforte, Lou** and **Don Koren** of Chicago. . . . **Leo Weinberger** and his entire staff at all their offices. . . . **Frank LaMaskin** and **Al Tigerman** of Chicago.

Ray Moloney, George, Earl and **Dan Moloney, George Jenkins, Herb Jones, Jack Nelson, Bill O'Donnell, Tom Callaghan** and all the other people of Bally. . . . **Lyn Durant, Bill DeSelm, Herb Oettinger** and all the many others at United. . . . **David C. Rockola, J. Raymond Bacon, Kurt Kluever** and everyone else at Rock-Ola. . . . **N. Marshall Seeburg, C. T. (Mac) McKelvy,** and the entire organization over at J. P. Seeburg Corp. . . . **John Haddock, Bill FitzGerald,** and all the many others at AMI, Inc. . . . **R. C. Rolfing** here in the Chicago offices of Wurlitzer, **Bob Bear** and **A. D. Palmer** and to all the others at Wurlitzer in North Tonawanda. . . . **Sam Lewis, Avron Gensburg** and **Ralph Sheffield** at Genco. . . . **Samuel Wolberg, Samuel Gensburg, Ed Levin, Frank Mencuri** and all at Chicago Coin. . . . **J. A. Weinand, Jim Culea** and everyone at Exhibit. . . . **Dick Hood, Les Rieck** and others at Evans. . . . **George Workman** and operators of Delaware County in Chester, Pa.

Al Adickes of Hamburg, Germany. . . . **Harold Lieberman** and his great people of Minneapolis. . . . **Paul Golden** of Chicago, **Carl Hoelzel** and **Irvin Weiler.** . . . **Barney (Shugy) Sugerman** and **Abe Green** . . . **Mike Munves.** . . . **Dave Stern** . . . **Abe Witsen** and **Sal Groenteman** . . . **Bill Rabkin** . . . **Sam Kresberg** . . . **Jake Friedman** . . . **Gene Rappaport** . . . **Sam Solomon** . . . **Bert Bondioli** . . . **Ray Williams** . . . **Virgil Christopher** . . . **Tom Sherfick** . . . **Ben Axelrod** . . . **Dave Rosen** . . . **Gil Kitt, Howie Freer, Stanley Levin, Vince Shay** . . . **Clayton Nemeroff** and **Charley Pieri** . . . **Bill Kennedy** . . . **Bill Miller** . . . **Don Moloney** . . . **Ron Rood** . . . **Charles (Jimmy) Johnson** . . . **Frank Swartz** . . . **Budge Wright** . . . **Joe Brilliant** . . . **Bob Buckley** . . . **Johnny Bilotta** . . . **Ted Rubenstein** . . . **Hymie Zorinsky** . . . **Lou Casola** . . . **Morrie Wiczer** . . . **Dan Gaines** . . . **Irv Morris** . . . **Meyer Parkoff** and **Harry Rosen** . . . **Mac Lesnick** . . . **Bill Whitcomb** . . . **Mike Dale** . . . **Jackie Cohen** . . . **Si Lynch, Ed Furlow** and **Arthur Hughes.**

George A. Miller and the entire membership of MOA . . . **Col. Lew Lewis** . . . **Lou Boasberg** . . . **Mike Munves** . . . **Ted Bush, Ken Willis** and **Ozzie Truppman** . . . **Charley Ewing** . . . **Mickey Anderson** . . . **Irving Sandler** . . . **Ed Holyfield** . . . **Abe Sussman** and **Audrey Hunter** . . . **Angelo Delaport** . . . **Bob Lindeloff** and the entire Northern Illinois association. . . . **Al Calderon** . . . **Willie Blatt** . . . **Tony Trucano** . . . **Julius Mohill** . . . **Si Wolfe** . . . **Al Bergman** . . . **Paul** and **Ellen Brown** . . . **Tony Galgano** . . . **Sam Stern, Harry Williams** and the entire Williams organization. . . . **Roy McGinnis, John Conroe, Paul Huebsch** and all at Keeney . . . **Ray Cunliffe, Phil Levin** and the entire Chicago music ops association. . . . **Tony Koupal, Charles Kagels,** and all at Central Distribs. . . . **Herman Paster** and **Sam Cooper** . . . **Dave, Nate, Sol** and **Alvin Gottlieb** and the entire Gottlieb organization.

Sam London of Milwaukee . . . **Mark Blum** . . . **Lyn Brown** . . . **Charley Robinson** . . . **Ray Powers** . . . **Jean and Dolores Minthorne** . . . **Bill Happel** . . . **Bill Betz** . . . and so many, many, many, many others . . . we apologize in advance if we have left out a single name who we spoke with during the days we worked to gather together this **"12th Anniversary"** issue of **The Cash Box,** known everywhere thruout the entire industry as **"The Encyclopoedia of the Coin Machine Industry."** . . . We most sincerely hope you will like this issue. . . . That you will find it informative . . . Valuable . . . Something to really save for the year to come. . . . Something that will give vital information you may need in the weeks and months of 1954 and 1955 before the next encyclopoedic anniversary issue of **The Cash Box.**

Those who will go thru these pages, who will remember and who will treasure this issue will, most assuredly agree, that this **"12th Anniversary"** issue of **The Cash Box** has, once again, earned the great title conferred upon it by the leaders of the industry, **"The Encyclopoedia of the Coin Machines Industry."**

—BINGOS—

NEW: UNITED HAWAII
BALLY HI-FI

Palm Springs	$495	Coney Island	$130
Dude Ranch	425	Spot Lite	110
Yacht Club	250	Bright Lights	95
Beach Club	395	Circus	225
Beauty	315	ABC	115
Palm Beach	185	Long Beach	95
Frolics	225	Mexico	Write
Atlantic City	195	Havana	465
Bright Spot	145	Rio	415
Bolero	125		

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United Olympic, High Score	279.50
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United Cascade, High Score	259.50
United Star 10th Frame	219.50
United Super 10th Frame, 6 Pl.	199.50
United Star 6 Player	175.00
United Super 5 Player, S.A.	159.50
United De Luxe S.A., 6 Player	129.50
United 6 Player w Formica, 7-10	119.50
United 5 Player w Formica, 7-10	109.50
United 4 Player w/Formica, 7-10	99.50
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WANT—Bright Spots, United Showboat, United Circus, late Gottlieb 5 Ball free play games, Seeburg Model B & C's 45's. State quantity, price, and condition in first letter. NOBRO NOVELTY CO., 538 BRYANT ST., SAN FRANCISCO 7, CALIF.

WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36, Tel.: JUdson 6-4568.

WANT—For Resale. Late model Phonographs; Shuffle Games and Pin Games. Also, good arcade equipment. Write lowest prices, first letter. WEST SIDE DISTRIBUTING, 612 TENTH AVENUE, NEW YORK, N. Y. Tel.: CIrcle 6-8464.

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WANT—Any United Five Ball Novelty Games. Send list and lowest price first letter. MAJOR COIN MACHINE, 3723 PINE GROVE, CHICAGO 13, ILL.

WANT — Frolics and Beach Clubs. Send us your lowest price. H & H MUSIC, 1626—3rd AVENUE, MOLINE, ILLINOIS.

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WANT — For Export — Wurlitzer 1015's, 1400's, 1450's. Evans Constellations. Seeburg Factory Distributors. Telephone collect: DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, NEW YORK. Tel.: 75-5194.

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WANT—Phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

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CLASSIFIED ADVERTISING SECTION

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FOR SALE—Top Hat Bowlers factory conversions on United reel games. Newly screened backglass, and king sized Jumbo Pine included. Scores 900, single, double, triple, quadruple scoring. 10th Frame features, $325 each, f.o.b. Buffalo. Convert your own bowlers, save money. Full particulars on request. SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, N. Y.

FOR SALE—50 Chrome 3020 Wurlitzer Wall Boxes converted to 48 play, $25 each. Checked and ready for location. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N.C. Tel.: 2-3992.

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FOR SALE—Wurlitzer Bar and Wall Boxes — 3020's $10; 3031's $5; 2140's $5. Steppers and Master units; inquire. 1017's $75 including stepper. HENRY C. KNOBLAUCH & SONS, 51 WARREN ST., GLENS FALLS, NEW YORK.

FOR SALE—One Stop Record Service. Any record, any label, 5c over wholesale. Free title strips. New accounts 1/3 deposit with all orders. RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N. Y. Tel.: OLympia 8-4012-4013.

FOR SALE — Special. Bally Palm Spring $410; Surf Clubs, absolutely guaranteed to be same as new, $475; Ice Frolics $449.50; United Havanas $375; Exhibit Wild West Gun, used very little, $125; Bally Space Ship $295. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: CAnal 8318.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzer 1015, 1100, 120. Rockolas 1422, 1426. AMI Model C. Seeburgs 146, 147, 100A. Phone STerling 87515 or Write: DIXON DISTRIBUTING CORP., P.O. Box 2660, YOUNGSTOWN, OHIO.

FOR SALE—Brite Lites $75; Brite Spot $95; Spot Lite $90. Beach Club, Dude Ranch, Palm Springs, write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILLINOIS.

FOR SALE—ChiCoin Triple Score Bowler $325; ChiCoin Double Score Bowler $300; United Star S.A. $225; Keeney 6 Player S.A. $100; Madison Sq. Garden $49.50; Poker Face $149.50; Spot Lites $85. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH STREET, COLUMBUS 8, OHIO. Tel.: UNiversity 6900.

FOR SALE—Genco Sky Gunner $165; Chicago Coin Pistol Pete $50; Exhibit Sixshooter $100; Dale Gun $45; Williams Quarterback $35; Genco "400" $40. AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA STREET, EVANSVILLE, INDIANA.

FOR SALE — AMI D-80 $495; AMI D-40 $395; Seeburg "C" $695; Seeburg "B" $525; Wurlitzer 1400 $395; Wurlitzer 1100 $180; Wurlitzer 1015 $75. UNITED DISTRIBUTORS, INC., P. O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS.

FOR SALE—Bingo games; late model Bally and United. All in A-1 shape, ready for immediate delivery. Write for full details. RELIABLE COIN MACHINE CO., INC., 184 WINDSOR STREET, HARTFORD 5, CONN. Tel.: CHapel 9-6556.

CLASSIFIED ADVERTISING SECTION

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped, or as is. Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: REgent 6-3691.

FOR SALE—Reconditioned, like new. Yacht Clubs, $285; Keeney Lite-A-Line, $45; United Cabana, $255; Palm Beach, $195; Bally Space Ships, $485; Palm Springs (write) Ice Frolics (write). DONAN DISTRIBUTING COMPANY, 5007 N. KEDZIE, CHICAGO 25, ILL. Tel.: JUniper 8-5211.

FOR SALE—Special Offer. Williams Super Pennant, brand new, write; Bally Space Ship $465; Brand new Lee Merry-Go-Round $615; Bally Surf Clubs, new; Exhibit Shooting Gallery; Bally Champion Bowler; Chicago Coin Super Six Player Free Play Baseball. Want. Will pay cash or accept in trade Bally Horses; Exhibit Horses; Seeburg 100A, B and C. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON 34, MASS. Tel.: ALgonquin 4-4040.

FOR SALE—We are Exclusive Distributors in Michigan for AMI, American Shuffleboard, Bert Lane, Chicago Coin, Exhibit, Keeney, Genco, Gottlieb, Williams, and Victor Vending. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N. W., GRAND RAPIDS, MICH. Tel.: GLendale 6-6807 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

FOR SALE — Reconditioned Wurlitzers: 1250's $375; 1100's $250; 1015's $125; 1080's $125; Seeburgs 146M $115; 147M $135; 148M $250; Packard Manhattan's $75; Packard Sevens $50; Wall Boxes 3-W-2 L 56's $10; W6L 56—5, 10, and 25c Boxes $22.50. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA.

FOR SALE—1 Seeburg Sicum Unit, perfect condition, $250; 2 Genco Sky Gunner, brand new; Ajax Cigarette Machines, brand new, closeout; 1 Poolette Pool Table $50; 1 Keeney 2-Player Attachment for Shuffleboard. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE NORTH, MINNEAPOLIS, MINN.

FOR SALE — Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND ROAD, MILWAUKEE 13, WISC. Tel.: Bluemound 8-7600.

FOR SALE — 25 Winners like new, cleaned and guaranteed, few new, $75 each or will trade. What have you? WESTERN DISTRIBUTORS 3126 ELLIOTT AVE., SEATTLE 1, WASHINGTON.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box. "The 'Bible' of the Coin Machine Industry." Send your Check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING W. VA. Tel.: WHeeling 5472.

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—Best Buy In Town! (2) United Circus Bingo Tables $150 each; (1) United Country Fair—5 Ball $75; (1) Williams World Series—5 Ball $100; (5) Wurlitzer 1015 Phonographs $100 each. Write, Wire or Phone 1/3 deposit, balance C.O.D. ROBERT EHRHARDT SR., 608½ AIRPORT DRIVE, SHREVEPORT, LA. Tel.: 2-4545, 3-3625.

FOR SALE—Evans Constellation $225; Shoot the Bear $145; Keeney DeLuxe Bowler $125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Alleys. CENTRAL DISTRIBUTORS, 2315 OLIVE ST., ST. LOUIS, MISSOURI (MAin 1-3511) or 3314 MAIN STREET, KANSAS CITY, MISSOURI (WEstport 3582).

FOR SALE — Keeney High Score League $169.50; Williams DeLuxe Star Series $187.50; United 6 Way F. T. $149.50; United 6 Way DeLuxe $159.50; Domino $139.50; Spot Lite $119.50. LAKE CITY AMUSEMENT, INC., 4533 PAYNE AVENUE, CLEVELAND 4, OHIO. Tel.: HEnderson 1-7577.

FOR SALE—All machines 20% off high CASH BOX prices. Wurlitzers, 1250, 1100, 1400. Spot Light, Bright Spot, Bright Light, Atlantic City, Stars, Coney Island, Zingo, Skee Rolls, Shuffle Alleys, Flipper Pin Games, Super World Series, Guns. V. YONTZ SALES CO., BYESVILLE. OHIO.

FOR SALE—(2) Libertys and (2) Cascade Bowlers $210. One-third deposit with order. JOY AUTOMATICS, 108 E. CHURCH ST., ELMIRA, N. Y.

FOR SALE—Uniteds; Imperial $350; Classic $275; Clover $250; Williams DeLuxe Baseball $225; DeLuxe World Series $95. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE—Wurlitzer Bar Boxes 2140's; Wurlitzer Wall Boxes 3020's. Steppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Capco cleaner for glass, plastic, and chrome, trial size 70c, $3.95 a gallon. Crocus cloth 9 x 11 sheet 17c. Emery cloth 2/0, 9 x 11 sheet 17c. Lubriplate 35c a tube. Rosin core solder 95c a lb., 5 lb. roll $4.35. Rear frames rebushed model 700 & up, $2.50 each, lots of 5, $1.75 each. 1/3 deposit with order. Guaranteed. COVEN MUSIC CORP., 3181 ELSTON AVE., CHICAGO, ILL. Tel.: INdependence 3-2210.

CLASSIFIED ADVERTISING SECTION

FOR SALE—United Olympic $285; Cascade $275; DeLuxe $85; Five Player $65; Tenth Frame Star $225 and Keeney 6 Player League $99.50; Williams Major League Six Player $465; Genco Skygunner $199.50; Star Series $49.50; Chico Pistol $59.50; Bally Undersea Raider $89.50; Williams Hayburner $64.50; Williams Sea Jockey $74.50. OLSHEIN DISTRIBUTING CO., 1100-02 BROADWAY, ALBANY 4, N. Y.

FOR SALE—Arcade Equipment. Genco Sky Gunner $219.50; Genco Night Fighter $279.50; Evans Bat-A-Score $149.50; Exhibit Silver Bullets $79.50; Exhibit Six Shooter $119.50; Williams Horsefeathers $79.50; Gottlieb Knockout $39.50; Telecard $24.50; Just '21' $24.50; Chi-Coin Pistol $89.50; ChiCoin Shuffle Baseball $39.50; Seeburg Bear Guns $149.50. 1/3 deposit with all orders. Balance C.O.D. AMERICAN AMUSEMENT CO., LAUREL HEIGHTS STA. BOX 8215, SAN ANTONIO, TEXAS.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Advance Bowlers $395; Gold Cup $365; Triple Score Bowlers $330; Crown Bowlers $295; Double Score Bowlers $280; 10th Frame Special Double In The 5th $235; Name Bowler $210; Super Matched $200; 10th Frame Matched Bowler $165; Drum Scoring $165. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: SUperior 1-4600.

FOR SALE — Close Out! All Games with Formica and Large Pins. No reasonable offer refused. United Twin, United 4 Player, United 5 Player, United 6 Player, United 6 Player DeLuxe, United Super. Make your own offer on individual games. AMERICAN VENDING COMPANY, 2684 CONEY ISLAND AVE., BROOKLYN 35, NEW YORK. Tel.: DEwey 2-9602.

FOR SALE—Beauty $295; Chinatown $85; Control Towers $35; Double Action $25; Disk Jockey $85; Fighting Irish $35; Frolics $230; Hayburner $60; Yacht Club $265. REEL DISTRIBUTING CO., 4910 NATURAL BRIDGE AVENUE, ST. LOUIS 15, MO.

FOR SALE—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. MIKE MUNVES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-8628.

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: DUnkirk 3-1810.

FOR SALE—Complete Arcade or single machine. Also Mangel's Lead Shooting Gallery. Closing store, Sept. 25. ARCADE AMUSEMENT CORP., 1145 SIXTH AVE., NEW YORK, N. Y.

FOR SALE—We have a large stock of reconditioned Five Balls. One Balls, Bingo and Phonos. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: MOntana 5000-1-2.

FOR SALE—Used. Seeburg W6-L56 5-10-25c Wall Boxes $20; 5c 3-Wire Wall Boxes $7.50; 5c Wireless Wall Boxes $5. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: CEntral 9292.

FOR SALE—30 Pop-Sez Popcorn Vendors, 3 Hawkeyes, reconditioned $59.50 each; 25 Mercury Athletic Scales, counter models $22.50 each. One-half deposit with order. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT AVENUE, CLEVELAND, OHIO. Tel.: TOwer 1-6715.

FOR SALE — Futuritys $75; Turf Kings $35; Spot-Lites $75. TOLEDO COIN MACHINE, 814 SUMMIT ST., TOLEDO, OHIO. Tel.: ADams 8624.

FOR SALE—53 Cue-Balls, as is, $75 each; reconditioned, new tops, $150 each. Vicinity Northern Florida. 1/3 deposit, balance C. O. D. DAVE LOWY & CO., 592 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5100.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.

FOR SALE—Phonograph Sale, A-1 Mechanical Condition. AMI's D-80 $457; D-40 $377; B-40 $227; C-40 $227. 147M Seeburgs $77; 1017 Wurlitzer Hideaways $77. T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

FOR SALE—Bright Lights, A-1 condition, $65; AMI Model C $295; Wurlitzer 1100 $195; Wurlitzer 1015 $95; 1428 Magic Glo $195; 3020 Wall Boxes $18.50; Seeburg W1-L56 $4. H & H MUSIC, 1626 3rd AVE., MOLINE, ILLINOIS.

FOR SALE — United Stars $175; Quintette $140; Flying High $140; Marble Queen $195; Shindig $205; Minstrel Man $39; Mermaid $39; All Star Basketball $39; Seeburg 100 Wall Boxes and Brackets $90 each. Palm Springs, write. STARK NOVELTY CO., 2429 7th N. W., CANTON, OHIO.

FOR SALE — Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally. TARAN DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

CLASSIFIED ADVERTISING SECTION

FOR SALE — Seeburg M100A $365; Wurlitzer 1400 $395. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA.

FOR SALE — A.B.C. $20; Knockout $15; Just '21' $10; Bright Lights $100; Spot-Lite $110. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm: Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y. or 221 FRELINGHUYSEN AVE., NEWARK, N. J.

FOR SALE — Bingo Games — Music Boxes—6 Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refinished and ready for location. Call—write for your needs. PARKWAY MACHINE CORP., 715 ENSOR ST., BALTIMORE 2, MD. Tel.: EAstern 7-1021.

FOR SALE — Wurlitzer 1080's $75; 1015's $85; AMI-D40 $350; Seeburg 46 $35; 47 $45; 48ML $135; Rock-Ola 1428 $135; 1422 $45; Seeburg 3W5-L56 Wall Boxes $16.50. CENTURY DISTRIBUTORS, INC., 1221-23 MAIN ST., BUFFALO 9, N. Y.

FOR SALE—6 Sel. Juice Bars $250 each; United Deluxe Bowlers $100; 1250 Wurlitzer 45 rpm $250; 1080 Wurlitzer $85; ChiCoin Match Bowl-A-Bowl $125; United Shufflecades $60; Wilcox Gay Recordio $50; Evans Bat-A-Score $200. Used equipment all types. Write. MOUNTAIN DISTRIBUTORS, 3630 DOWNING STREET, DENVER, COLO. Tel.: AComa 2-8518.

Notice!

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

Your Deposit Is GUARANTEED

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by 'The Cash Box'. This is " 'The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX

26 West 47th Street, New York 36, N. Y.

FOR SALE—All games reconditioned. Across The Board $75. Following Games $35, 3 for $100: Turf King, Winner, Williams Nifty, Pinky, Sweetheart, Rag Mop, Georgia, CC Play Ball, Thing, Exhibit Tumbleweed, Morocco, Gottlieb Watch My Line. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS 3, MISSOURI. Tel.: OLive 2800.

MISCELLANEOUS

NOTICE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is DIXIE COIN MACH. CO. 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAgnolia 3931.

NOTICE—Outdoor Barbeque Cook-N-Wagon. See ads appearing in national home and garden magazines. To Operators and Distributors delivered any place in United States for $99.50. WESTERN DISTRIBUTORS, 1226 S. W. 16th AVENUE, PORTLAND, OREGON.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEbster 1-1121.

NOTICE—½ million dollars available to purchase juke box or game route anywhere in the U. S. A. Send details. BOX NO. 219, c/o THE CASH BOX, 26 WEST 47th STREET, NEW YORK 36, N. Y.

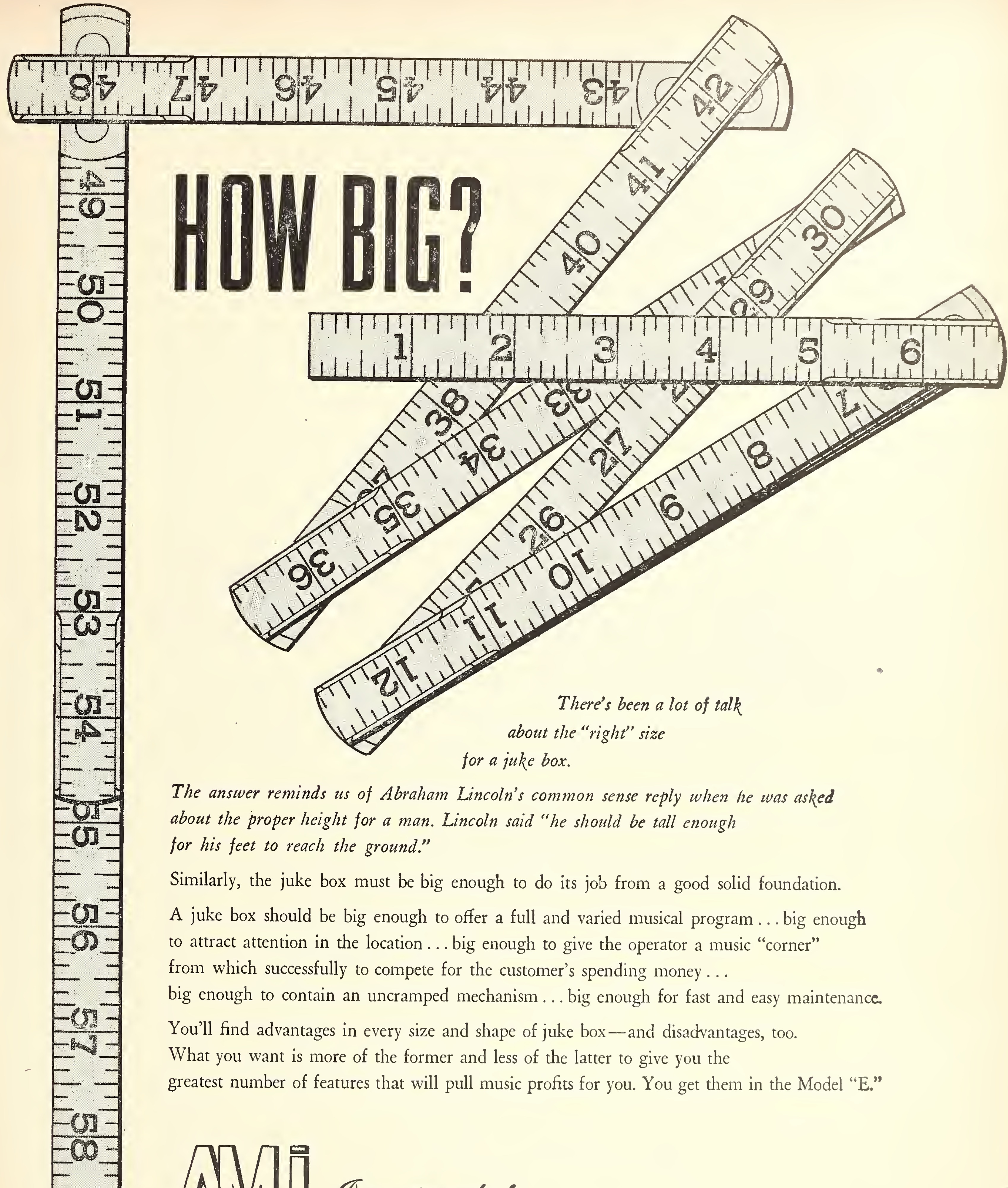
NOTICE—Juke Box Operators—Trade your used juke boxes for cigarette machines. We will sell or trade all types cigarette machines (thoroughly reconditioned), Rowe milk vendors, Cold Snac and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVE., SHREVEPORT, LOUISIANA.

NOTICE—Want merit lines good R&B Jazz, Folk, Western, Spirituals for Kansas, Missouri. Wholesale distributors, 350 accounts, twice a month dealer contacts. Quick turnover. Fast pay. FLEMINGTON DISTRIBUTORS, INC., 2560 HOLMES, KANSAS CITY, MO.

NOTICE—We are exclusive distributors for Cole drink machines and Rock-Ola phonographs for Metropolitan New York and New Jersey. Finest trade-ins available, both products. Advise us your needs. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: BIgelow 8-3524) and 594 TENTH AVE., NEW YORK, N. Y. (Tel.: BRyant 9-4684).

NOTICE—Are you having trouble keeping Plexiglass clean on your juke boxes? Our Mecite does the job—10 oz. bottle $.85. For distributor price and territory, contact MECCA SERVICE CO., 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.

NOTICE—Telephone Answering Machines available; answers your telephone and records messages that come in. No connection to the phone necessary. Ideal for your service department or for rental to your customers. Write or Phone MICHIGAN ELECTRONICS, INC., 854 NORTH ROCKWELL STREET, CHICAGO, ILLINOIS. Tel.: HUmboldt 6-1488.



HOW BIG?

*There's been a lot of talk
about the "right" size
for a juke box.*

The answer reminds us of Abraham Lincoln's common sense reply when he was asked about the proper height for a man. Lincoln said "he should be tall enough for his feet to reach the ground."

Similarly, the juke box must be big enough to do its job from a good solid foundation.

A juke box should be big enough to offer a full and varied musical program . . . big enough to attract attention in the location . . . big enough to give the operator a music "corner" from which successfully to compete for the customer's spending money . . . big enough to contain an uncramped mechanism . . . big enough for fast and easy maintenance.

You'll find advantages in every size and shape of juke box—and disadvantages, too. What you want is more of the former and less of the latter to give you the greatest number of features that will pull music profits for you. You get them in the Model "E."

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

THIS WEEK'S USED MACHINE QUOTATIONS

15th Year of Publication
769th Consecutive Week's Issue

How To Use "The Confidential Price Lists"

[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

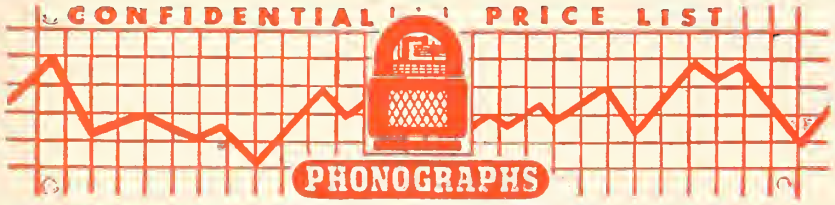
METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin games — and $25 to $30 on Phonographs.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added

* Great Activity



LISTED ALPHABETICALLY

AMI

1* Model A, '46, 40 Sel., 78 RPM	150.00	225.00
2* Model B, '48, 40 Sel., 78 RPM	227.00	295.00
1* Model C, '50, 40 Sel., 78 RPM	227.00	350.00
1* Model D-40, '51, 40 Sel., 78 RPM	350.00	450.00
2* Model D-80, '51, 80 Sel., 45 RPM	419.50	550.00
4. WM Wall Box	10.00	17.50

EVANS

4. Mills Constellation, '47 Model 951, 40 Sel., 78 RPM	75.00	125.00
4. Constellation, '49 Model 135, 40 Sel., 78 RPM	150.00	275.00
4. Jubilee, '52, Model 245, 40 Sel., 45 RPM	425.00	495.00
4. Century, '52, Model 2045, 100 Sel., 45 RPM	475.00	600.00

ROCK-OLA

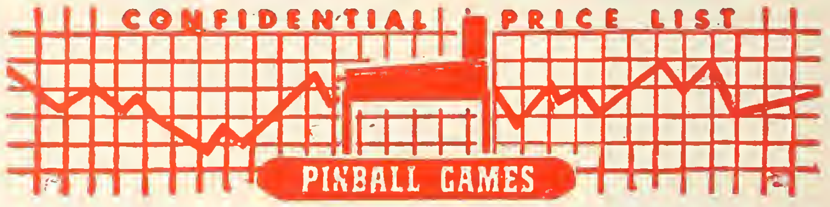
3* 1422, '46, 20 Sel., 78 RPM	45.00	89.00
4. 1424, '46 Playmaster Hideaway, 20 Sel., 78 RPM	49.50	85.00
1. 1426, '47, 20 Sel., 78 RPM	75.00	109.00
4* 1428, '48 Magic-Glo, 20 Sel., 78 RPM	125.00	200.00
2. 1432, '50, Rocket '50-51, 50 Sel., 78 RPM	225.00	275.00
4. 1432, Same as above, Converted to 45 RPM	225.00	275.00
4. 1434, '51, Rocket '51-'52, 50 Sel., 78 RPM	300.00	375.00
2. 1434, Same as above, Converted to 45 RPM	350.00	375.00
6. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
6. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
6. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

SEEBURG

6. Hi-Tone, 9800 '41 20 Sel., 78 RPM	29.50	49.50
6. Hi-Tone, 9800RC, '41, 20 Sel., 78 RPM, Remote Control	29.50	49.50
6. Hi-Tone, 8800, '41, 20 Sel., 78 RPM	29.50	49.50
6. Hi-Tone, 8800RC, '41, 20 Sel., 78 RPM, with Remote Control	29.50	49.50
6. Hi-Tone, 8200, '42, 20 Sel., 78 RPM	29.50	49.50
6. Hi-Tone, 8200RC, '42, 20 Sel., 78 RPM with Remote Control	29.50	49.50
2* 146S, '46, Standard, 20 Sel., 78 RPM	35.00	99.00
2* 146M, '46, Master with Remote Attach., 20 Sel., 78 RPM	35.00	115.00
2* 147S, Standard, 20 Sel., 78 RPM	50.00	129.00
2. 147M, '47, Master with Remote Attach., 20 Sel., 78 RPM	50.00	135.00
4. 148S, '48, Standard, 20 Sel., 78 RPM	65.00	145.00
2. 148M, '48, Master with Remote Attach., 20 Sel., 78 RPM	100.00	189.00
4. 148ML, '48, Light Cab., Master with Remote Attach., 20 Sel., 78 RPM	135.00	199.00
2* M100A, '49, 100 Sel., 78 RPM	339.50	495.00
1* M100B, '51, 100 Sel., 45 RPM	545.00	675.00
2. M100BL, '51, 100 Sel., 45 RPM, Light Cab.	500.00	750.00
4. M100C, '53, 100 Sel., 45 RPM	695.00	825.00
4. W1-L56 Wall Box 5c	3.00	6.95
4. 3W2 Wall-a-Matic	4.75	10.00
4. W4L-56	19.50	29.00
4. 3W5-L56 Wall Box 5c, 10c, 25c	16.50	24.50
4. W6L-56 5/10/25 Wireless	20.00	24.50
4. 3W7-L-56	22.50	34.50
6. Tear Drop Speaker	12.50	17.50

WURLITZER

6. 780M, '40, Colonial, Manual Selector, 24 Sel., 78 RPM	29.50	49.50
6. 780E, '40, Colonial, Electric Selector, 24 Sel., 78 RPM	29.50	49.50
6. 800, '40, Electric Selector, 24 Sel., 78 RPM	29.50	59.50
6. 700, '40, Electric Selector, 24 Sel., 78 RPM	29.50	59.50
6. 750M, '41, Manual Selector, 24 Sel., 78 RPM	29.50	59.50
6. 750E, '41, Electric Selector, 24 Sel., 78 RPM	29.50	59.50
4. 850, '41 Electric Selector, 24 Sel., 78 RPM	29.50	59.50
6. 950, '42, Electric Selector, 24 Sel., 78 RPM	29.50	79.50
1* 1015, '46, 24 Sel., 78 RPM	75.00	130.00
1* 1080, '46, Colonial, 24 Sel., 78 RPM	85.00	165.00
4. 1017, '46, Hideaway, 24 Sel., 78 RPM	75.00	100.00
4* 1100, '48, 24 Sel., 78 RPM	175.00	250.00
2. 1080A, '48, Colonial, 24 Sel., 78 RPM	125.00	235.00
2* 1250, '50, 48 Sel., 78 RPM	219.00	295.00
4. 1250, '50, (Same as above) Converted to 45 RPM	250.00	300.00
1* 1400, '52, 48 Sel., 78 RPM	395.00	495.00
1. 1400, '52, (Same as above) Converted to 45 RPM	495.00	695.00
4. 1500, '53, 104 Sel., 78 and 45 RPM Intermixed	495.00	750.00
4. 2140 Wall Box	3.00	10.95
4* 3020 Wall Box	10.00	20.00
4. 3048 (Conv. of 3020)	15.00	25.00
4. 3031 Wall Box	3.00	9.95
4. 3045 Wall Box	4.00	20.00
4. 4820 Wall Box	20.00	39.50
4. 219 Stepper	7.50	14.95



Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

4* ABC (Un 3/51)	20.00	115.00
4. Across the Board (Un 9/52)	50.00	75.00
4. Ali Baba (Got 6/48)	15.00	25.00
4. Alice (Got 8/48)	19.50	29.50
4. All Star Basketball (Got 1/52)	20.00	39.00
4. Aquacade (Un 4/49)	10.00	25.00
4. Arabian Knights (Got 12/53)	175.00	195.00
4. Arcade (Wm 11/51)	45.00	75.00
4. Arizona (Un 4/50)	10.00	25.00
4* Army-Navy (Wm 10/53)	110.00	185.00
4* Atlantic City (B 5/52)	145.00	195.00
4. Baby Face (Un 12/48)	10.00	20.00
4. Banjo (Ex 3/48)	10.00	20.00
4. Bank-A-Ball (Got 5/50)	15.00	25.00
4. Barnacle Bill (Got 8/48)	10.00	20.00
4. Basketball (Got 10/49)	15.00	25.00
4* Beach Club (B 2/53)	340.00	395.00
1* Beauty (B 11/52)	280.00	375.00
4. Be Bop (Ex 3/50)	10.00	20.00
4. Bermuda (CC 11/47)	15.00	20.00
4. Big Hit (CC 7/52)	35.00	50.00
4. Big Top (Ge 2/49)	10.00	20.00
4. Black Gold (Ge 3/49)	10.00	20.00
6. Blue Skies (Un 11/48)	15.00	20.00
1. Bolero (Un 12/51)	125.00	275.50
4. Bomber (CC 3/51)	20.00	25.00
4. Bone Head (Ge 11/48)	10.00	20.00
4. Boston (Wm 5/49)	15.00	20.00
4. Bowling Champ (Got 2/49)	15.00	25.00
4. Bowl. League (Got 8/47)	10.00	19.50
1* Bright Lights (B 5/51)	65.00	110.00
4* Bright Spot (B 11/51)	85.00	145.00
4. Broadway (B 6/51)	49.50	75.00
4. Buffalo Bill (Got 5/50)	20.00	30.00
4. Buccaneer (Got 10/48)	10.00	20.00
6. Build Up (Ex 2/48)	10.00	15.00
4. Buttons & Bows (Got 3/49)	15.00	25.00
3* Cabana (Un 3/53)	235.00	295.00
4. Camel Caravan (Ge 6/49)	15.00	30.00
4. Campus (Ex 2/50)	15.00	20.00
4. Canasta (Ge 7/50)	25.00	34.50
4. Caravan (Wm 6/52)	35.00	50.00
4. Carnival (B 7/48)	10.00	20.00
6. Carolina (Un 3/49)	15.00	25.00
6. Caribbean (Un 3/48)	15.00	25.00
4. Champion (B 12/49)	20.00	30.00
4. Champion (CC 6/49)	15.00	20.00
4. Chinatown (Got 10/52)	65.00	95.00
4. Cinderella (Got 3/47)	10.00	20.00
6. Circus (Ex 8/48)	10.00	20.00
4. Circus (Un 8/52)	155.00	225.00
4. Citation (B 10/48)	15.00	35.00
4. C.O.D. (Wm 9/53)	95.00	170.00
4. College Daze (Got 8/49)	10.00	20.00
4* Coney Island (B 9/51)	70.00	130.00
4. Contact (Ex 10/48)	10.00	20.00
4. Control Tower (Wm 3/51)	25.00	35.00
4. Coronation (Got 11/52)	75.00	100.00
1. County Fair (Un 9/51)	20.00	35.00
4. Crazy Ball (CC 7/48)	10.00	20.00
4. Crossroads (Got 5/52)	75.00	110.00
4. Cyclone (Got 5/51)	40.00	69.50
4. Dallas (Wm 2/49)	15.00	29.00
2. Dealer "21" (Wm 2/54)	225.00	250.00
4. De Icer (Wm 11/49)	20.00	39.00
4. Dew Wa Ditty (Wm 6/48)	10.00	29.50
4. Domino (Wm 5/52)	39.50	75.00
4. Double Action (Ge 1/52)	25.00	34.50
4. Dbl. Feature (Got 12/50)	15.00	25.00
4. Dbl. Shuffle (Got 6/49)	15.00	25.00
4. Disk Jockey (Wm 11/52)	85.00	125.00
4. Dreamy (Wm 2/50)	15.00	25.00
1* Dude Ranch (B 9/53)	375.00	550.00
4. Eight Ball (Wm 1/52)	45.00	65.00
4. El Paso (Wm 11/48)	10.00	20.00
4. Fairway (Wm 6/53)	95.00	155.00
4. Fighting Irish (CC 11/50)	25.00	45.00
4. Five Star (Univ 5/51)	35.00	60.00
4. Floating Power (Ge 12/48)	10.00	20.00
4. Flying High (Got 2/53)	95.00	150.00
4. Flying Saucers (Ge 12/50)	15.00	30.00
4. Football (CC 8/49)	10.00	20.00
4. Four Corners (Wm 12/52)	55.00	95.00
4. Four Horsemen (Got 9/50)	15.00	25.00
1. "400" (Upright) (Ge 10/52)	35.00	75.00
4. Four Stars (Got 6/52)	50.00	90.00
4. Freshie (Wm 9/49)	15.00	20.00
4* Frolics (B 10/52)	185.00	225.00
4. Futurity (B 3/51)	60.00	75.00
4. Georgia (Wm 7/50)	20.00	35.00
6. Gin Rummy (Got 2/49)	15.00	25.00
6. Gizmo (Wm 8/48)	10.00	20.00
4. Glamour (Got 7/51)	15.00	25.00
6. Glider (Ge 8/49)	10.00	20.00

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4. Globe Trotter (Got 11/51)	55.00	85.00
4. Gold Cup (B 4/48)	15.00	29.50
4. Golden Gloves (CC 7/49)	10.00	20.00
2* Golden Nuggett (Upright) (Ge 2/53)	40.00	195.00
6. Gondola (Ex 5/49)	10.00	20.00
4. Grand Award (CC 1/49)	10.00	20.00
4. Grand Champion (Wm 8/53)	110.00	145.00
4. Grand Slam (Got 4/53)	95.00	170.00
6. Grand Stand (B '50)	20.00	35.00
4. Green Pastures (Got 1/54)	175.00	235.00
4. Gun Club (Wm 11/53)	155.00	220.00
4. Guys-Dolls (Got 5/53)	100.00	145.00
4. Handicap (Wm 6/52)	35.00	45.00
4. Happy Days (Got 7/52)	65.00	105.00
4. Happy-Go-Lucky (Got 3/51)	25.00	45.00
4. Harvest Moon (Got 12/48)	15.00	20.00
4. Harvest Time (Ge 9/50)	15.00	25.00
4. Harvey (Wm 5/51)	25.00	45.00
1* Havana (Un 2/54)	425.00	525.00
6. Hawaii (Un 8/47)	10.00	15.00
4. Hayburner (Wm 6/51)	40.00	75.00
4. Hit Parade (CC 2/51)	10.00	20.00
4. Hit & Runs (Ge 3/51)	15.00	25.00
4. Hit 'N' Run (Got 4/52)	65.00	77.50
4. Holiday (CC 12/48)	10.00	20.00
4. Holiday (Ke 12/51)	49.00	95.00
4. Hong Kong (Wm 9/51)	45.00	75.00
4. Horsefeathers (Wm 1/52)	45.00	79.50
4. Horse Shoe (Wm 12/51)	25.00	40.00
4. Hot Rods (B '49)	15.00	25.00
4. Humpty Dumpty (Got 10/47)	10.00	20.00
1* Ice-Frolics (B 1/54)	435.00	495.00
4. Jack 'N' Jill (Got 4/48)	10.00	20.00
4. Jalopy (Wm 8/51)	45.00	75.00
6. Jamboree (Ex 5/48)	10.00	20.00
4. Jeanie (Ex 6/50)	15.00	20.00
4. Jockey Club (Got 4/54)	240.00	260.00
4. Jockey Special (B 11/47)	15.00	25.00
4. Joker (Got 11/50)	15.00	25.00
4. Judy (Ex 7/50)	10.00	20.00
4. Jumping Jacks (Upright) (Ge 12/52)	60.00	110.00
4. Just 21 (Got 1/50)	10.00	24.50
4. K.C. Jones (Got 11/49)	10.00	20.00
4. King Arthur (Got 10/49)	10.00	20.00
4. King Cole (Got 5/48)	10.00	20.00
4. King Pin (CC 12/51)	30.00	69.00
4. Knockout (Got 1/51)	15.00	39.50
4. Lady Robin Hood (Got 1/48)	10.00	20.00
4. Lazy "Q" (Wm 2/54)	165.00	210.00
4. Leaders (Un 10/51)	45.00	90.00
4. Lite-A-Line (Ke 6/52)	35.00	60.00
2. Long Beach (Wm 7/52)	75.00	99.50
4. Lovely Lucy (Got 2/54)	210.00	245.00
4. Lucky Inning (Wm 5/50)	15.00	25.00
4. Lucky Star (Got 5/47)	10.00	20.00
1. Mad. Sq. Garden (Got 6/50)	25.00	49.50
4. Magic (Ex 11/48)	10.00	20.00
4. Majors '49 (CC 2/49)	15.00	25.00
4. Major League Baseball (Un 6/48)	10.00	20.00
6. Manhattan (Un 2/48)	10.00	17.50
4. Majorettes (Wm 4/52)	35.00	45.00
4. Marble Queen (Got 8/53)	150.00	175.00
4. Mardi Gras (Ge 5/48)	10.00	20.00
4. Maryland (Wm 4/49)	10.00	20.00
4. Merry Widow (Ge 6/48)	10.00	20.00
4. Mercury (Ge 3/50)	10.00	29.00
4. Mermaid (Got 6/51)	25.00	39.00
6. Mimi (Ex 2/48)	10.00	20.00
4. Minstrel Man (Got 3/51)	25.00	45.00
4. Monterey (Un 5/48)	10.00	20.00
4. Moon Glow (Un 11/48)	10.00	20.00
4. Morocco (Ex 10/48)	15.00	35.00
4. Mystic Marvel (Got 3/54)	225.00	255.00
4. Niagara (Got 12/51)	35.00	55.00
4. Nifty (Wm 12/50)	15.00	39.00
4. "9" Sisters (Wm 1/54)	175.00	200.00
4. Oasis (Ex 10/50)	10.00	20.00
4. Oklahoma (Un 5/49)	10.00	20.00
4. Old Faithful (Got 12/49)	15.00	25.00
1. Olympics (Wm 5/52)	45.00	75.00
4. One Two Three (Ge 10/48)	10.00	25.00
4. Palisades (Wm 7/53)	100.00	165.00
4* Palm Beach (B 7/52)	175.00	195.00
4* Palm Springs (B 11/53)	425.00	495.00
4. Paradise (Un 7/48)	10.00	20.00

4. Paratrooper (Wm 8/52)	25.00	35.00
4. Pin Bowler (CC 6/50)	10.00	20.00
4. Pinch Hitter (Un 5/49)	10.00	20.00
4. Pinky (Wm 9/50)	20.00	35.00
4. Pin Wheel (Got 11/53)	165.00	185.00
4. Play Ball (CC 1/51)	20.00	35.00
4. Playland (Ex 8/50)	10.00	20.00
4. Playtime (Ex 8/49)	10.00	20.00
4. Poker Face (Got 9/53)	150.00	170.00
4. Puddin' Head (Ge 10/48)	10.00	20.00
4. Punchy (CC 12/50)	10.00	20.00
4. Quarterback (Wm 10/49)	10.00	20.00
4. Quartet (Got 2/52)	75.00	124.50
4. Queen of Hearts (Got 12/52)	85.00	135.00
4. Quintet (Got 3/53)	105.00	145.00
4. Rag Mop (Wm 10/50)	15.00	39.50
4. Rainbow (Wm 9/48)	10.00	20.00
4. Ramona (Un 2/49)	10.00	20.00
4. Red Shoes (Un 11/50)	20.00	34.50
1. Rio (Un 11/53)	415.00	475.00
4. Rip Snorter (Ge 10/49)	10.00	20.00
4. Rocket (Ge 5/50)	20.00	39.00
4. Rockettes (Got 8/50)	30.00	69.00
4. Rodeo (Un 2/53)	210.00	265.00
4. Rondevoo (Un 5/48)	10.00	20.00
4. Rose Bowl (Got 10/51)	35.00	65.00
4. Round Up (Got 11/48)	10.00	25.00
4. St. Louis (Wm 2/49)	25.00	39.00
4. Saddle and Turf (Ex 10/53)	250.00	425.00
6. Sally (CC 10/48)	10.00	20.00
4. Samba (Ex 5/48)	10.00	20.00
4. Saratoga (Wm 10/48)	10.00	20.00
4. Screwball (Ge 8/48)	10.00	20.00
4. Sea Jockeys (Wm 11/51)	30.00	55.00
4. Sea Isle (CC 11/47)	10.00	20.00
4. Select-A-Card (Got 4/50)	10.00	20.00
4. Serenade (Un 11/48)	10.00	20.00
4. Shanghai (CC 4/48)	20.00	34.50
4. Shantytown (Ex 10/49)	15.00	27.50
4. Sharpshooter (Got 5/49)	10.00	25.00
1. Shindig (Got 10/53)	160.00	205.00
4. Shoo Shoo (Wm 2/51)	20.00	29.00
6. Short Stop (Ex 7/48)	10.00	20.00
4. Shoot the Moon (Wm 11/51)	20.00	35.00
4. Show Boat (Un 1/49)	10.00	20.00
4. Show Boat (Un 12/52)	165.00	185.00
2. Silver Chest (Upright) (Ge 4/53)	40.00	150.00
4. Silver Skates (Wm 2/53)	75.00	150.00
4. Singapore (Un 11/47)	10.00	20.00
4. Skill Pool (Got 8/52)	60.00	75.00
4. Slugfest (Wm 3/52)	35.00	55.00
6. Snooks (Wm 6/51)	15.00	22.50
4. South Pacific (Ge 2/50)	15.00	29.00
1. Spark Plugs (Wm 9/51)	35.00	49.50
4. Speedway (Wm 9/48)	10.00	20.00
4. Spot Bowler (Got 10/50)	15.00	30.00
4* Spot-Lite (B 1/52)	75.00	119.50
4. Sportsman (Ge 2/51)	10.00	20.00
4. Sportsman (Wm 2/52)	30.00	35.00
4. Springtime (Ge 3/52)	20.00	34.50
6. Stage Door Canteen (Got 11/45)	10.00	20.00
4. Stardust (Un 5/48)	20.00	34.50
4. Stars (Un 6/52)	89.00	125.00
4. Starlight (Wm 3/53)	65.00	105.00
4. Steeple Chase (Un 1/52)	35.00	65.00
4. Stop & Go (Ge 3/51)	15.00	25.00
6. Stormy (Wm 1/48)	10.00	20.00
4. Struggle Buggies (Wm 12/53)	140.00	215.00
4. Summertime (Un 9/48)	15.00	25.00
4. Sunny (Wm 12/47)	10.00	20.00
4. Sunshine Park (B 12/52)	55.00	85.00
4. Super Hockey (CC 4/49)	20.00	34.50
6. Swanee (Ex 1/49)	10.00	20.00
4. Sweepstakes (Wm 1/52)	75.00	95.00
4. Sweetheart (Wm 5/50)	20.00	35.00
4. Tahiti (CC 10/49)	20.00	34.50
4. Tahiti (Un 8/53)	300.00	395.50
4. Tampico (Un 6/49)	10.00	20.00
4. Telecard (Got 1/49)	10.00	24.50
4. Tennessee (Wm 2/48)	10.00	20.00
4. Thing (CC 2/51)	15.00	35.00
4. Three Feathers (Ge 5/49)	10.00	25.00
4. Three Four Five (Un 6/51)	25.00	45.00
4. Three Musketeers (Got 7/49)	25.00	49.50
4. Thrill (CC 9/48)	10.00	20.00
4. Times Square (Wm 4/53)	85.00	150.00
4. Touchdown (Un 1/52)	15.00	25.00
4. Trade Winds (Ge 3/48)	10.00	20.00
6. Treasure Chest (Ex 12/47)	10.00	20.00
4. Trinidad (CC 3/48)	10.00	20.00
4. Triple Action (Ge 1/48)	10.00	20.00
4. Triplets (Got 7/50)	15.00	25.00
4. TriScore (Ge 1/51)	20.00	39.00

4. Trophy (B 4/48)	15.00	30.00
6. Tropicana (Un 1/48)	10.00	20.00
4. Tropics (Un 7/53)	265.00	350.00
4. Tucson (Wm 1/49)	10.00	29.00
4. Tumbleweed (Ex 9/49)	15.00	35.00
4* Turf King (B 6/50)	35.00	65.00
4. Twenty Grand (Wm 12/52)	55.00	95.00
4. Utah (Un 7/49)	10.00	20.00
4. Vanities (Ex 2/47)	10.00	19.50

4. Virginia (Wm 3/48)	10.00	12.50
4. Watch My Line (Got 9/51)	15.00	35.00
4. Whizz Kids (CC 3/52)	20.00	40.00
4. Wild West (Got 8/51)	45.00	65.00
4. Winner (Univ.)	20.00	35.00
4. Wisconsin (Un 3/48)	10.00	20.00
4* Yacht Club (B 6/53)	225.00	295.00
4. Yanks (Wm 4/48)	10.00	20.00
4. Zingo (Un 10/51)	15.00	25.00

CONFIDENTIAL PRICE LIST

SHUFFLES

4. Bally Shuffle Bowler (9/49)	15.00	20.00
6. Bally Speed Bowler (2/50)	15.00	20.00
6. Bally Shuffle Champ (4/50)	20.00	30.00
4. Bally Hook Bowler (11/50)	20.00	45.00
4. Bally Baseball (5/51)	35.00	45.00
4. Bally Shuffle Line (7/51)	25.00	50.00
4. ChiCoin Bowling Alley (11/49)	25.00	55.00
4. ChiCoin Shuffle Baseball (4/50)	25.00	50.00
4. ChiCoin Bowling Classic (5/50)	20.00	35.00
4. ChiCoin Pin Bowler (6/50)	20.00	30.00
4. ChiCoin Trophy Bowl (7/50)	20.00	35.00
4. ChiCoin Ace Bowler, F.P. (8/50)	25.00	35.00
4. ChiCoin Pin Lite (9/50)	25.00	30.00
4. ChiCoin Horse-Shoes (5/51)	35.00	75.00
4. ChiCoin 6-Player (8/51)	45.00	95.00
4. ChiCoin King Pin (12/51)	50.00	95.00
4. ChiCoin 6-Player DeLuxe (5/52)	75.00	125.00
4. ChiCoin Match Bowler (6/52)	95.00	115.00
4. ChiCoin Bowl-A-Ball 10/52)	95.00	135.00
4. ChiCoin Match Bowl-A-Ball (11/52)	100.00	150.00
4. ChiCoin 10th Frame Special (12/52)	195.00	250.00
4. ChiCoin Name Bowler (1/53)	210.00	225.00
2* ChiCoin 10th Frame Double Score Bowler (3/53)	249.00	325.00
4* ChiCoin Crown Bowler (4/53)	255.00	325.00
2* ChiCoin Triple Score Bowler (6/53)	265.00	330.00
4. ChiCoin Gold Cup (7/53)	250.00	375.00
4. ChiCoin High Speed Crown Bowler (7/53)	325.00	375.00
4. ChiCoin High Speed Triple Score Bowler (8/53)	300.00	350.00
2. ChiCoin Crown Bowler, Giant Pins (9/53)	252.00	350.00
2* ChiCoin Advance Bowler (10/53)	325.00	400.00
4. ChiCoin King Bowler (10/53)	350.00	400.00
7. ChiCoin Criss Cross Bowler (12/53)	415.00	435.00
4. Exhibit Strike (6/51)	20.00	30.00
4. Exhibit Twin Rotation (5/52)	65.00	125.00
4. Genco Bowling League (11/49)	15.00	20.00
4. Genco Baseball (5/50)	15.00	20.00
4. Genco Shuffle Target (7/51)	15.00	20.00
4. Genco 8-Player Rebound (9/51)	25.00	35.00
1. Genco Shuffle Pool (11/53)	395.00	450.00
4. Genco Match Pool (2/54)	425.00	495.00
4. Gottlieb Bowlette (3/50)	15.00	29.50
4. Keeney Pin Boy (11/49)	15.00	20.00
4. Keeney Ten Pins (1/50)	15.00	20.00
4. Keeney ABC (2/50)	15.00	20.00
4. Keeney Lucky Strike (4/50)	20.00	30.00
4. Keeney King Pin (4/50)	20.00	30.00
4. Keeney Bowling Champ (4/50)	20.00	30.00
4. Keeney Duck Pins (6/50)	20.00	30.00

4. Keeney Double Bowler (8/50)	25.00	35.00
4. Keeney League Bowler (8/50)	25.00	35.00
4. Keeney 4-Way Bowler Attachment (12/50)	45.00	75.00
1. Keeney Big League Bowler (5/51)	35.00	69.00
1. Keeney 6-Player League Bowler (9/51)	65.00	110.00
1. Keeney DeLuxe League Bowler (3/52)	65.00	110.00
1. Keeney Super DeLuxe League Bowler (3/52)	65.00	115.00
1. Keeney High Score League Bowler (5/52)	75.00	125.00
1. Keeney Team Bowler (10/52)	125.00	215.00
4. Keeney Club Bowler (4/53)	175.00	295.00
2. Keeney Domino Bowler (5/53)	190.00	300.00
4. Keeney Carnival Bowler (5/53)	195.00	300.00
4. Keeney Pacemaker Bowler (9/53)	275.00	375.00
4. Rock-Ola Shuffle Lane (12/49)	15.00	20.00
4. Rock-Ola Shuffle Jungle (5/50)	20.00	30.00
4. United Shuffle Skill (6/49)	15.00	20.00
4. United Shuffle Alley (9/49)	15.00	20.00
4. United Super Shuffle Alley (1/50)	20.00	30.00
4. United Double Shuffle Alley (2/50)	20.00	30.00
4. United Shuffle Alley Express (3/50)	20.00	30.00
4. United Shuffle Slugger (6/50)	20.00	30.00
4. United 2-Player Express (6/50)	25.00	35.00
4. United Twin Shuffle Alley (7/50)	25.00	35.00
4. United Rebound (8/50)	30.00	39.00
4. United 4-Player Rebound (9/50)	35.00	60.00
4. United Twin Shufflecade (12/50)	35.00	55.00
4. United 5-Player (1/51)	45.00	65.00
4. United 6-Player (2/51)	65.00	105.00
4* United DeLuxe 6-Player (10/51)	90.00	145.00
4. United 6-Player Super (3/52)	125.00	175.00
2. United 4-Player Official (5/52)	125.00	180.00
2. United 6-Player Star (7/52)	150.00	225.00
4. United 10th Frame Star (9/52)	165.00	265.00
4. United Manhattan 10th Frame (9/52)	210.00	275.00
4. United 10th Frame Super (10/52)	165.00	225.00
4. United Manhattan (9/52)	189.00	225.00
4* United Cascade (2/53)	225.00	295.00
1* United Clover (2/53)	250.00	345.00
2. United Liberty (2/53	235.00	300.00
4* United Classic (6/53)	275.00	365.00
2* United Olympic (6/53)	265.00	325.00
4* United Royal (9/53)	345.00	400.00
1* United Imperial (9/53)	350.00	445.00
4. United Chief Shuffle Alley (11/53)	395.00	450.00
4* United Leader Shuffle Alley (11/53)	400.00	460.00
4. Universal Twin (1/50)	15.00	35.00
4. Universal Super Twin (3/50)	30.00	40.00
4. Universal DeLuxe Twin (10/50)	30.00	40.00
4. Universal High Score (10/50)	30.00	40.00

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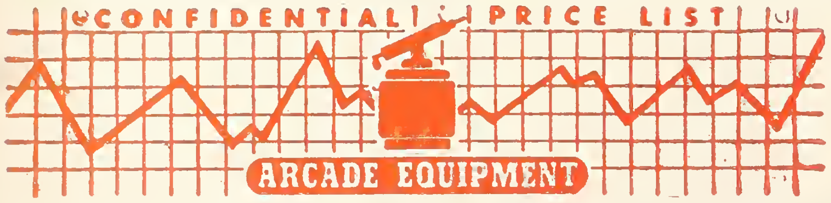
4. Universal Bowlomatic (3/51)	30.00	40.00
4. Williams Twin Shuffle (12/49)	20.00	30.00
4. Williams Twin Shuffle (9½′) (2/50)	20.00	30.00
4. Williams Bowler (9½′) (3/50)	25.00	30.00
4. Williams Double Header (7/50)	20.00	40.00
4. Williams 5-Player Bowler (6/51)	20.00	30.00



1. ABT 6 Gun Rifle Range	550.00	650.00
4. Boomerang	25.00	45.00
4. Bally Big Inning	79.50	150.00
4. Bally Bowler	20.00	30.00
4. Bally Convoy	49.50	89.50
4. Bally Defender	59.50	125.00
6. Bally Eagle Eye	39.50	49.50
4. Bally Heavy Hitter	35.00	60.00
4. Bally King Pin	20.00	35.00
6. Bally Lucky Strike	25.00	40.00
4. Bally Rapid Fire	95.00	125.00
6. Bally Sky Battle	39.50	85.00
6. Bally Torpedo	49.50	85.00
4. Bally Undersea Raider	125.00	150.00
6. Bank Ball	35.00	45.00
4. Champion Hockey	35.00	55.00
4. ChiCoin Basketball Champ	150.00	275.00
4. ChiCoin 4-Player Derby	100.00	195.00
4. ChiCoin Goalee	95.00	119.50
4. ChiCoin Hockey	55.00	75.00
4. Chi Midget Skee	50.00	65.00
1* ChiCoin Pistol	75.00	99.50
6. ChiCoin Roll-A-Score	29.50	75.00
4. Edelco Pool Table	20.00	75.00
4. Evans Bat-A-Score	149.00	250.00
4. Evans Bola-Score	79.50	89.50
4. Evans Ski Roll	35.00	95.00
4. Evans Super Bomber	100.00	210.00
4. Evans Play Ball	65.00	75.00
4. Evans Ten Strike '46	20.00	65.00
4. Evans Tommy Gun	39.50	95.00
2. Exhibit Dale Gun	25.00	55.00
4* Exhibit Gun Patrol	125.00	195.00
4. Exhibit Jet Gun	149.50	195.00
4. Exhibit Space Gun	150.00	195.00
4. Exhibit Pony Express	85.00	135.00
4* Exhibit Silver Bullets	79.50	135.00
4. Exhibit Six Shooter	125.00	145.00
4. Exhibit Vitalizer	45.00	75.00
6. Groetchen Met. Typer	79.50	149.50
4. Genco Sky Gunner	195.00	295.00
4. Genco Silver Chest	250.00	275.00
4* Genco Night Fighter	275.00	325.00
6. Irish Poker	50.00	65.00
4. Jack Rabbit	50.00	99.50
4. Jungle Joe	49.50	69.50
4. Keeney Air Raider	75.00	90.00
4. Keeney Anti Aircraft B1	15.00	35.00
4. Keeney Sub Gun	75.00	125.00
4. Keeney Texas Leaguer	25.00	50.00
4. Kirk Night Bomber	49.50	75.00
4. Lite League	49.50	99.50
4. Mills Panoram	95.00	250.00
4. Mills Panoram Peek	159.00	275.00
6. Mills Conv. for Panoram Peek	10.00	29.50
4. Muto. Atomic Bomber	90.00	195.00
4. Mutos. Ace Bombers	100.00	195.00
2. Mutoscope Dr. Mobile	95.00	195.00
4. Mutos. Fly. Saucers	100.00	175.00
4. Mutos. Photo. (Pre-War)	150.00	250.00
4. Mutos. Photomatic (late)	450.00	650.00
4. Mutoscope Silver Gloves	185.00	225.00
4. Mutoscope Sky Fighter	125.00	195.00
4. Mutos. Voice-O-Graph 35c	425.00	595.00
4. Periscope	69.50	99.50
4. QT Pool Table	65.00	85.00
4. Quizzer	64.50	95.00
6. Rockola Ten Pins HD	20.00	40.00
4. Rockola World Series	20.00	40.00
4. Scientific Baseball	35.00	79.50
4. Scientific Basketball	20.00	39.50
4. Scientific Batting Pr.	45.00	95.00
4. Scientific Pitch 'Em	135.00	185.00
4. Seeburg Bear Gun	125.00	199.00
4. Seeburg Chicken Sam	69.50	110.00
4. Seeburg Shoot the Chute	49.50	95.00
4. Set Shot Basketball	200.00	250.00
4. Telequiz	115.00	169.00
4. Un. Team Hockey	30.00	85.00
4. Western Baseball '39	75.00	95.00
4. Western Baseball '40	95.00	125.00
4. Wilcox-Gay Recordio	40.00	75.00
4. Williams All Stars	35.00	75.00
4. Williams Box Score	39.50	75.00
4. Williams Star Series	75.00	139.00
4* Williams DeLuxe World Series	95.00	169.50
4* Williams Super World Series	150.00	250.00
4. Williams Quaterback	25.00	65.00
4. Williams Pennant Baseball	275.00	325.00
4. Wurlitzer Skee ball	35.00	150.00

CONFIDENTIAL PRICE LIST
VENDORS

CIGARETTE MACHINES

4. Automatic "Smokeshop" (9 Col., 486 Cap.)	$125.00	$239.50
4. Du Grenier (Mod. A-7)	85.00	115.00
4. Du Grenier (Mod. A-9)	60.00	95.00
4. Du Grenier (Mod.AC-7)	85.00	125.00
4. Du Grenier (Mod.AC-9)	87.50	129.50
4. Du Grenier (Mod. E-7)	75.00	150.00
4. Du Grenier (Mod. ES9)	85.00	135.00
4. Du Grenier (Mod. E-9)	85.00	149.50
4. Du Grenier (Mod.ES-11)	85.00	165.00
4. Du Grenier "W" (9 col.)	70.00	95.00
4. Du Grenier "S" (7 col.)	65.00	75.00
4. Du Grenier Champion (9 col.)	20.00	75.00
4. Du Grenier Champion (11 col.)	49.50	115.00
4. Eastern Electric C-8	85.00-	125.00
4. Electro (8 col.)	100.00	175.00
4. Electro (10 col.)	195.00	250.00
4. Kenney "A"	100.00	135.00
4. Lehigh PX (Elec. 8 col.)	65.00	125.00
4. Lehigh PX (10 col.)	65.00	125.00
4. Lehigh King Size	75.00	125.00
4. National 7-50 7 col.	60.00	110.00
4. National 9-50 9 col.	65.00	125.00
4. National 9-30 9 col.	65.00	115.00
4. National 9-A 9 col.	85.00	119.50
4. Nat. 9-ML Wheatwood	135.00	175.00
4. National Electric	60.00	115.00
4. Rowe Imperial (6 col.)	45.00	65.00
4. Rowe Imperial (8 col.)	45.00	65.00
4. Rowe Royal (6 col.)	65.00	85.00
4. Rowe Royal (8 col.)	75.00	95.00
4. Rowe Royal (10 col.)	85.00	110.00
4. Rowe President (8 col.)	65.00	95.00
4. Rowe President (10 col.)	95.00	125.00
4. Rowe Crusader (10 col.)	75.00	155.00
4. Rowe Electric Diplomat	65.00	85.00
4. Uneeda "A" (6 col.)	35.00	55.00
4. Uneeda "A" (8 col.)	30.00	55.00
4. Uneeda "A" (9 col.)	35.00	55.00
4. Uneeda "E" (6 col.)	35.00	65.00
4. Uneeda "E" (8 col.)	35.00	75.00
4. Uneeda "E" (9 col.)	45.00	70.00
4. Uneeda "E" (12 col.)	35.00	65.00
4. Uneeda "E" (15 col.)	35.00	65.00
4. Uneeda 500 (7 col.)	65.00	95.00
4. Uneeda 500 (9 col.)	95.00	110.00
4. Uneeda 500 (15 col.)	50.00	65.00
4. Uneeda Monarch (8 col.)	25.00	50.00
4. Uneeda Monarch (10 col.)	45.00	65.00
4. Uneeda Monarch (12 col.)	85.00	129.50

CANDY MACHINES

4. Mills (5 col., 70 cap.)	$ 10.00	$ 20.00
4. Stoner (Mod. 102, 6 col., 102 cap.)	60.00	85.00
4. Stoner (Mod. 120, 6 col., 120 cap.)	65.00	115.00
4. Stoner (Senior, 8 col., 160 cap.)	95.00	149.50
4. Stoner (Mod. 80, 4 col., 180 cap.)	50.00	75.00
4. Stoner (Mod. 120, 5 col.)	69.00	95.00
4. Stoner (Mod. 120, Su., 7 col.)	85.00	139.50
4. Stoner DeLuxe Theatre (8 col., 160 cap.)	139.50	200.00
4. Stoner DeLuxe Theatre (16 col., 320 cap.)	175.00	300.00
4. Martin's "Little Candy Store" 8 col. 160 cap.)	115.00	119.50
4. Coan "U-Select-It" (74 cap.)	15.00	22.50

HOT COFFEE

4. Andico Cafe Petit, 200 cups	$200.00	$275.00
4. Bert Mills Coffee Bar, 200 cups	125.00	175.00
4. Bert Mills Coffee Bar, 600 cups	150.00	275.00
4. Bert Mills Coffee Bar, 500 cups	300.00	400.00
4. Chef-Way, Model 100, cap. 400-600	450.00	550.00
4. Hot-O-Mat Comb. Hot Coffee-Choc., 600 cups	200.00	250.00
4. U-Select-It Hot Coffee, 600 cups	350.00	425.00

CARBONATED DRINK

4. Drink-O-Mat, single flavor, 5c, 1000 cups	$100.00	$200.00
4. Drink-O-Mat, 3 flavor, 5c, 1000 cups	200.00	275.00
4. Drink-O-Mat, 4 flavor, 5c, 1000 cups	250.00	300.00
4. Lyons # 1400, single flavor, 5c	200.00	225.00
4. Lyons # 1400-2F	400.00	450.00
4. Lyons Model 500, 5c single	150.00	250.00
4. Mills, Automatic Fountain, 400 cups	100.00	125.00
4. Mills, Automatic Fountain, 400 cups, without changemaker	60.00	75.00
4. Soda Shoppe	950.00	1000.00
4. Spacarb 3 Unit 5c, 1000 cups	300.00	375.00
4. Spacarb 4 Unit 5c, 1000 cups	500.00	550.00
4. Super Vend 3 flavor, 600 cup A-1	285.00	350.00
4. Super Vend 3 flavor, 600 Cup A-2	350.00	400.00

NON-CARBONATED DRINK

4. Refreshomat, 5c, 10c 300 cups	$100.00	$200.00

CAN DRINK

4. Juice-Bar, 6 sel., 600 cans	$275.00	$350.00
4. Refresher, 3 sel., 300 can cap	300.00	400.00

ICE CREAM VENDORS

4. Belvend Ice Cream Bar Machine with National 10c & 25c coin changer	$350.00	$395.00
4. Vendo "Dairy-Vend" 203 Bar Capacity	200.00	300.00
4. Rowe "Ice Cream Vendor" (Ice Cream Sandwiches or "Pops"), 200 cap.	300.00	425.00

THIS WEEK'S MOST ACTIVE USED MACHINES

PHONOGRAPHS

AMI Model A	150.00- 225.00
AMI Model B	227.00- 295.00
AMI Model C	227.00- 350.00
AMI Model D-40	350.00- 450.00
AMI Model D-80	419.50- 525.00
Rock-Ola 1422	45.00- 89.00
Seeburg 146S	35.00- 99.00
Seeburg 146M	35.00- 115.00
Seeburg 147S	50.00- 129.00
Seeburg 148ML	135.00- 199.00
Seeburg M100A	339.50- 495.00
Seeburg M100B	545.00- 675.00
Wurlitzer 1015	75.00- 130.00
Wurlitzer 1080	85.00- 165.00
Wurlitzer 1100	175.00- 250.00
Wurlitzer 1250	219.00- 295.00
Wurlitzer 1400	395.00- 495.00
Wurlitzer 3020	10.00- 20.00

PINBALLS

Atlantic City (B 5/52)	145.00- 195.00
Beach Club (B 2/53)	340.00- 395.00
Beauty (B 11/52)	280.00- 375.00
Bright Lights (B 5/51)	65.00- 110.00
Bright Spot (B 11/51)	85.00- 145.00
Cabana (Un 3/53)	235.00- 295.00
Coney Island (B 9/51)	75.00- 130.00
Dude Ranch (B 9/53)	375.00- 550.00
Frolics (B 10/52)	185.00- 225.00
Golden Nuggett (Upright) (Ge 2/53)	40.00- 195.00
Havana (Un 2/54)	425.00- 525.00
Ice-Frolics (B 1/54)	435.00- 495.00
Palm Beach (B 7/52)	150.00- 225.00
Palm Springs (B 11/53)	425.00- 495.00
Spot-Lite (B 1/52)	75.00- 119.50
Turf King (B 6/50)	35.00- 65.00
Yacht Club (B 6/53)	225.00- 295.00

SHUFFLES AND REBOUNDS

ChiCoin 10th Frame Dbl. Score Bowler (3/53)	249.00- 325.00
ChiCoin Crown Bowler (4/53)	255.00- 325.00
ChiCoin Triple Score Bowler (6/53)	265.00- 330.00
ChiCoin Advance Bowler (10/53)	325.00- 400.00
United DeLuxe 6-Player (10/51)	90.00- 145.00
United Cascade (2/53)	225.00- 295.00
United Clover (2/53)	250.00- 345.00
United Olympic (6/53)	265.00- 325.00
United Classic (6/53)	275.00- 365.00
United Royal (9/53)	345.00- 400.00
United Imperial (9/53)	350.00- 445.00
United Leader Shuffle Alley (11/53)	400.00- 460.00

ARCADE EQUIPMENT

ChiCoin Pistol	75.00- 99.50
Exhibit Gun Patrol	125.00- 195.00
Exhibit Silver Bullets	79.50- 135.00
Exhibit Six Shooter	125.00- 145.00
Genco Night Fighter	275.00- 325.00
Williams Deluxe World Series	95.00- 169.50
Williams Super World Series	150.00- 250.00

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Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.

A.B.T. MFG. CORP.

Challenger (Counter Model Gun)	$ 75.00
Rifle Sport, 3 and more Guns, plus complete ranges of various types	1,408.25

AMI, INCORPORATED

AMI "E"-40 Phonograph	$ 795.00
AMI "E"-80 Phonograph	925.00
AMI "E"-120 Phonograph	1,050.00
W-80 5-10-25c Wall Box	89.50
W-120 5-10-25c Wall Box	99.00
HS-80 Hideaway	775.00
HS-120 Hideaway	875.00
AMIVOX Speaker	27.50

AUTO-PHOTO CO.

Auto-Photo	$2,545.00

BALLY MFG. CO.

Moon-Ride	$ 995.00
Hi-Fi	760.00
Champion Bowler	
(A) 10c a play	755.00
(B) 10c a play—3 plays, 25c	775.00
Victory Bowler	
(A) 10c a play	710.00
(B) 10c a play, 3 plays—25c	730.00
The Champion (Mech. Horse)	1,065,00

CHICAGO COIN

Star Lite Bowler, Single Chute	$ 665.00
Star Lite Bowler, Double Chute	685.00
'Round The World Trainer	1,185.00
Super Frame Bowler, Double Chute	655.00
Super Frame Bowler, Single Chute	630.00
6 Player Home Run	579.50
6 Player Super Home Run	615.00

H. C. EVANS & CO.

Holiday (Model 4045) 100 Selec., 45 rpm	$1,050.00
Jubilee (Model 278) 40 Selec., 78 rpm	795.00

EXHIBIT SUPPLY

Shooting Gallery	$ 595.00
Big Bronco	997.50
El Toro The Bull	997.50
Ferdy The Bull	725.00
Roy Rogers' Trigger	1,047.50
Rudolph The Red Nosed Reindeer	725.00
Rudolph The Red Nosed Reindeer With Music	775.00
Pete The Rabbit	725.00
Pete The Rabbit With Music	775.00
Twin Pete The Rabbit	725.00
Rawhide	725.00
Space Patrol	1,047.50
Sea Skate	1,047.50
Vacumatic Card Vendor	195.00

GENCO MFG. & SALES CO.

Rifle Gallery	$ 625.00
Two Player Basketball	525.00
DeLuxe Two Player Basketball With Match Play	550.00
Super Two Player Basketball With Match Play and Replay	560.00

D. GOTTLIEB & CO.

Dragonette	$ 364.50

INTERNATIONAL MUTO. CORP.

Drive Yourself (new Drivemobile)	$ 795.00
Photomat '53	2,150.00
3-D Art Parade, 10-show model	495.00
3-D Art Parade, 6-show model	395.00

J. H. KEENEY & CO., INC.

Electric Cigarette Vendor	$ 284.50
Coin Changer Model	304.50
Diamond Bowler	
Double Chute	695.00
Single Chute	675.00

METEOR MACHINE CORP.

Hook-n'-Ladder	$ 715.50
Black Beauty	756.00
Pony Team	585.00
Flying Saucer	715.50
Hot Rod Racer	715.50
Pony Boy	517.50
Rocket	715.50
Tung-Go (Grip Scale)	149.50

RITEWAY MFG. CO., INC.

"3 Dimensional Theatre"	$ 395.00
"3 D Kiddie Theatre"	395.00

ROCK-OLA MFG. CORP.

Model 1436 "Fireball" 78 RPM	*No List Price Authorized for Publication*
Model 1438 "Comet Fireball" Phono, 120 Selections, 45 RPM Only	
Model 1440 "Comet Fireball" Playmaster, 120 Selections, 45 RPM Only	
Model 1546 "Comet Fireball" Chrome Wall Box, 120 Selections	
Model 1608 "Tone-O-Lier" 8" Chandelier Speaker	
Model 1611 "Tonette" 8" Wall Speaker with Vol. Control and Transformer Blonde or Mahogany	
Model 1906, Remote Volume Control	

J. P. SEEBURG CORP.

HF-100-G	*No List Price Authorized for Publication*
3W-1 Wall-O-Matic "100"	
MRVC-1 Master Remote Volume Control	
CVS4-8—8" Wall Speaker Ivory (Teardrop)	
CVS6-8—8" Recessed Speaker	
CVS7-12—12" Recessed Speaker	
PS6-1Z Power Supply	
ARA1-L6 Auxiliary Remote Amplifier	
AVC-1 Automatic Volume Compensator Unit	
Ray-O-Lite "Coon Hunt"	

UNITED MFG. CO.

Ace Shuffle Alley	
Regular Model, 10c Play	$ 710.00
Special Model, 10c Play, 3 for 25c	730.00
Rainbow Shuffle Alley	
Regular Model, 10c Play	685.00
Special Model, 10c Play, 3 for 25c	705.00
Mexico	725.00
League Shuffle Alley	670.00
Team Shuffle Alley	695.00
DeLuxe Team Shuffle Alley	715.00

WILLIAMS MFG. CO.

Big League	$ 609.50
Thunderbird	364.50
All Star Baseball	665.00
Special DeLuxe Baseball	537.50
Super Star Baseball	574.50
Super Pennant Baseball	589.50
Major League Baseball	640.00

THE RUDOLPH WURLITZER CO.

Model "1700" Phonograph	*No List Price Authorized for Publication*
Model "1600-A" Phonograph	
Model "1650-A" Phonograph	
Model "1500-A" Phonograph	
Model "1600" Phonograph	
Model "1650" Phonograph	
Model 5112—12" Concealed Speaker Hi-Fi	
Model 5112—8" Wall Speaker Hi-Fi	
Model 5205 5c-10c-25c Wall Box 3 Wire (104 Selections)	
Model 5206 5c-10c-25c Wall Box 4 Wire (48 Selections)	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 5c-10c-25c Wall Box (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	

TAX ROBLEMS?

PERSONAL PROPERTY TAXES?
SALES TAX?
BUSINESS TAXES?
DEPRECIATION RATES?

FOR JUST ABOUT TWO-BITS A WEEK—ONLY $15 FOR THE WHOLE YEAR YOU NOW GET

THE ANSWER!

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That's right! For just about two-bits a week, only $15 for the full year of 52 weeks' issues of "The Cash Box" you can PROVE TO YOUR TAX COLLECTOR the "why's" and "wherefore's" of your many, many TAX PROBLEMS! Each and every week's issue of "The Cash Box" brings you "The Confidential Price Lists" (the 15 year old unbroken, consecutive, week-after-week issue of the "Blue Book" of prices of all equipment in the industry). AND, WHAT'S EVEN MORE IMPORTANT TO YOU AND TO YOUR TAX COLLECTOR—at the end of each month's issues you receive the "END-OF-MONTH INVENTORY ISSUE" which allows you to easily, simply and speedily SHOW YOUR ENTIRE BUSINESS EQUIPMENT VALUATION. It let's you KNOW WHAT YOU'RE WORTH! It gives YOU and YOUR TAX COLLECTOR—"THE ANSWER"—to your tax problems!! Why suffer sleepless nights full of nightmares and headaches when, for just about two-bits (Only $15 Per Year), you can sleep soundly—confident that you have THE ANSWER to what your TAX COLLECTOR wants to know about your business. Fill out the coupon below, enclose your check for $15, MAIL TODAY!!

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Gentlemen: It sure is worth $15 a year to get straightened out with my Tax Collector. Enclosed find my check for $15. Start sending me "The Cash Box" immediately.

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Individual's Name ....

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PRICES QUOTED FOR LATEST MODEL USED MACHINES IN LEADING U. S. MARKETS

An invaluable, outstanding and *original service* for the entire industry compiled entirely and exclusively by *The Cash Box*. Only the latest model used equipment featured. For more complete quotations of all types of used machines covering the entire industry in every regard check *"The Confidential Price Lists"* in each week's issue of *The Cash Box*.

	CITY NO. 1 CHICAGO, ILL.	CITY NO. 2 NEW YORK, N. Y.	CITY NO. 3 PORTLAND, ORE.	CITY NO. 4 CHARLOTTE, N. C.	CITY NO. 5 ST. LOUIS, MO.	CITY NO. 6 ERIE, PA.	CITY NO. 7 TUCSON, ARIZ.	CITY NO. 8 COLUMBUS, O.	CITY NO. 9 ALBANY, N. Y.	CITY NO. 10 DENVER, COLO.
PINBALLS										
Army-Navy (Wm 10/53)					160.					
Atlantic City (B 5/52)	195.	195.			175.	165.	175.			
Beach Club (B 2/53)	395.				375.					
Beauty (B 11/52)					295.				375.	
Bolero (Un 12/51)						275.				
Bright Lights (B 5/51)	95.				110.				100.	
Bright Spot (B 11/51)	145.	95.			140.				100.	
Cabana (Un 3/53)			275.		295.		275.			
C.O.D. (Wm 9/53)										
Coney Island (B 9/51)	130.				125.		115.			
Dealer "21" (Wm 2/54)										
Dude Ranch (B 9/53)		425.				375.			550.	
Fairway (Wm 6/53)										
Flying High (Got 2/53)	149.									
Frolics (B 10/52)	225.	195.								
Golden Nugget (Ge 2/53)					40.					
Grand Champion (Wm 8/53)										
Grand Slam (Got 4/53)										
Green Pastures (Got 1/54)										
Gun Club (Wm 11/53)										
Guys-Dolls (Got 5/53)										
Havana (Un 2/54)	465.		525.		475.					
Hawaiian Beauty (Got 4/54)										
Ice-Frolics (B 1/54)		495.				435.				
Jockey Club (Got 4/54)										
Lazy "Q" (Wm 2/54)										
Lovely Lucy (Got 2/54)										
Marble Queen (Got 8/53)										
Mystic Marvel (Got 3/54)										
"9" Sisters (Wm 1/54)										
Palm Beach (B 7/52)	185.									
Pin Wheel (Got 11/53)										
Poker Face (Got 9/53)										
Quintet (Got 3/53)										
Rio (Un 11/53)	415.		475.		450.					
Rodeo (Un 2/53)										
Saddle & Turf (Ev 10/53)			425.							
Shindig (Got 10/53)										
Silver Chest (Ge 4/53)					40.					
Silver Skates (Wm 2/53)										
Starlight (Wm 3/53)										
Struggle Buggies (Wm 12/53)										
Tahiti (Un 8/53)			395.		375.					
Times Square (Wm 4/53)										
Tropics (Un 7/53)					350.		350			295.
Yacht Club (B 6/53)	250.	250.				225.				
SHUFFLE GAMES										
Advance Bowler (CC 10/53)		400.	325.							
Bonus Bowler (Ke 3/54)										
Carnival Bowler (Ke 5/53)										
Cascade Shuffle Alley (Un 2/53)	269.	225.			295.	235.			250.	
Chief Shuffle Alley (Un 11/53)										
Classic Shuffle Alley (Un 6/53)	315.	325.			365.	305.				
Clover Shuffle Alley (Un 3/53)	290.	295.	345.		325.	255.			275.	
Club Bowler (Ke 4/53)										
Criss Cross Bowler (CC 12/53)										

SHUFFLE GAMES (CONTINUED)	CITY NO. 1	CITY NO. 2	CITY NO. 3	CITY NO. 4	CITY NO. 5	CITY NO. 6	CITY NO. 7	CITY NO. 8	CITY NO. 9	CITY NO. 10
Crown Bowler (CC 4/53)		295.								
Crown Bowler, Gnt. Pins (CC 4/53)		300.	245.							
Domino Bowler (Ke 5/53)					190.					
Gold Cup (CC 7/53)										
High Speed Crown Bowler (CC 7/53)										
High Speed Triple Score Bowler (CC 8/53)			250.							
Imperial Shuffle Alley (Un 9/53)	389.		445.		395.	355.			425.	
King Bowler (CC 10/53)										
Leader Shuffle Alley (Un 11/53)					425.					
Liberty Shuffle Alley (Un 2/53)		250.				235.				
Mainliner Bowler (Ke 1/54)										
Match Pool (Ge 2/54)										
Olympic Shuffle Alley (Un 6/53)	289.									
Pacemaker Bowler (Ke 9/53)										
Royal Shuffle Alley (Un 9/53)		375.			395.					
Shuffle Pool (Ge 11/53)					150.				450.	
10th Frame Double Score Bowler (CC 3/53)		275.			250.					
Triple Score Bowler (CC 6/53)		325.								
MUSIC										
AMI										
Model A	175.	225.	150.	175.	225.				150.	
Model B		275.	250.		295.					
Model C	295.	350.	325.	300.	350.					
Model D-40		425.	425.		425.			395.		
Model D-80			525.		495.					
EVANS										
Evans Constellation		225.			225.					295.
Jubilee, 45 rpm										495.
Century		600.								
ROCK-OLA										
1428				150.						
1432							375.			
1434, 78 rpm										
1434, 45 rpm										
SEEBURG										
148S		125.								
148M				100.						
148ML	175.	140.						159.		
M100A	495.	450.			450.		375.	449.	475.	
M100B		675.			675.				625.	
M100BL			500.						650.	
M100C		825.			825.				800.	
WURLITZER										
1015	75.	100.		100.	125.		100.		110.	
1080				100.	165.			189.	100.	
1017										
1100	225.	250.		200.	225.					
1080A				125.						
1250	275.	285.		275.	275.			219.	295.	
1250, 45 rpm		300.			300.					
1400	465.		300.	495.	475.			419.		
1400, 45 rpm					495.					
1500				695.	625.			525.		

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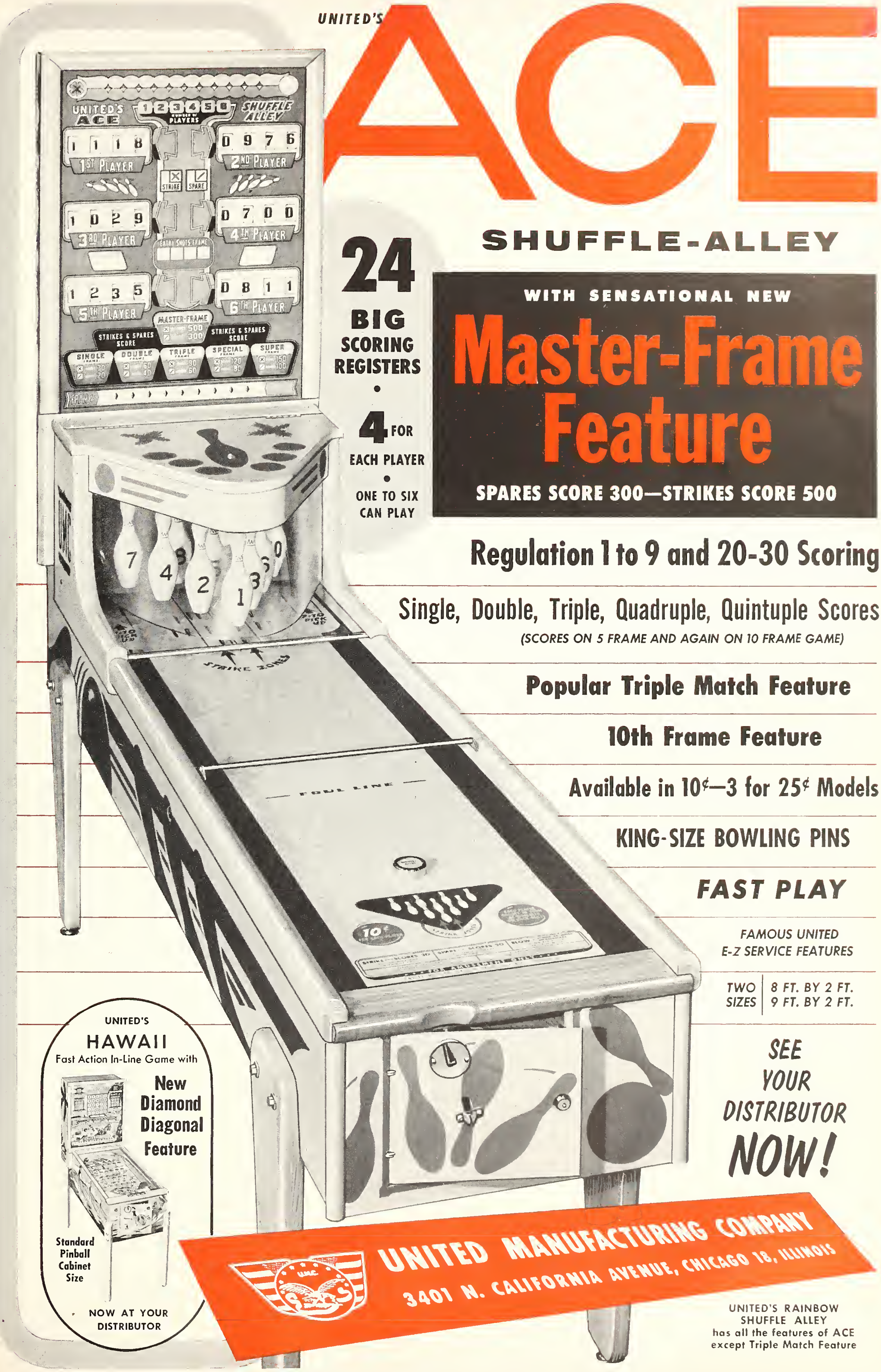

UNITED'S ACE
1 2 3 4 5 6
NUMBER OF PLAYERS
SHUFFLE ALLEY
1ST PLAYER
2ND PLAYER
3RD PLAYER
4TH PLAYER
5TH PLAYER
6TH PLAYER
STRIKE
SPARE
MASTER-FRAME
STRIKES & SPARES SCORE
SINGLE
DOUBLE
TRIPLE
SPECIAL
SUPER
STRIKE ZONE
FOUL LINE
10¢

UNITED'S

ACE

SHUFFLE-ALLEY

24
BIG SCORING REGISTERS
•
4 FOR EACH PLAYER
•
ONE TO SIX CAN PLAY

WITH SENSATIONAL NEW

Master-Frame Feature

SPARES SCORE 300—STRIKES SCORE 500

Regulation 1 to 9 and 20-30 Scoring

Single, Double, Triple, Quadruple, Quintuple Scores

(SCORES ON 5 FRAME AND AGAIN ON 10 FRAME GAME)

Popular Triple Match Feature

10th Frame Feature

Available in 10¢—3 for 25¢ Models

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FAST PLAY

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TWO SIZES	8 FT. BY 2 FT. 9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR NOW!

UNITED'S
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Fast Action In-Line Game with
New Diamond Diagonal Feature

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UNITED'S RAINBOW SHUFFLE ALLEY
has all the features of ACE
except Triple Match Feature

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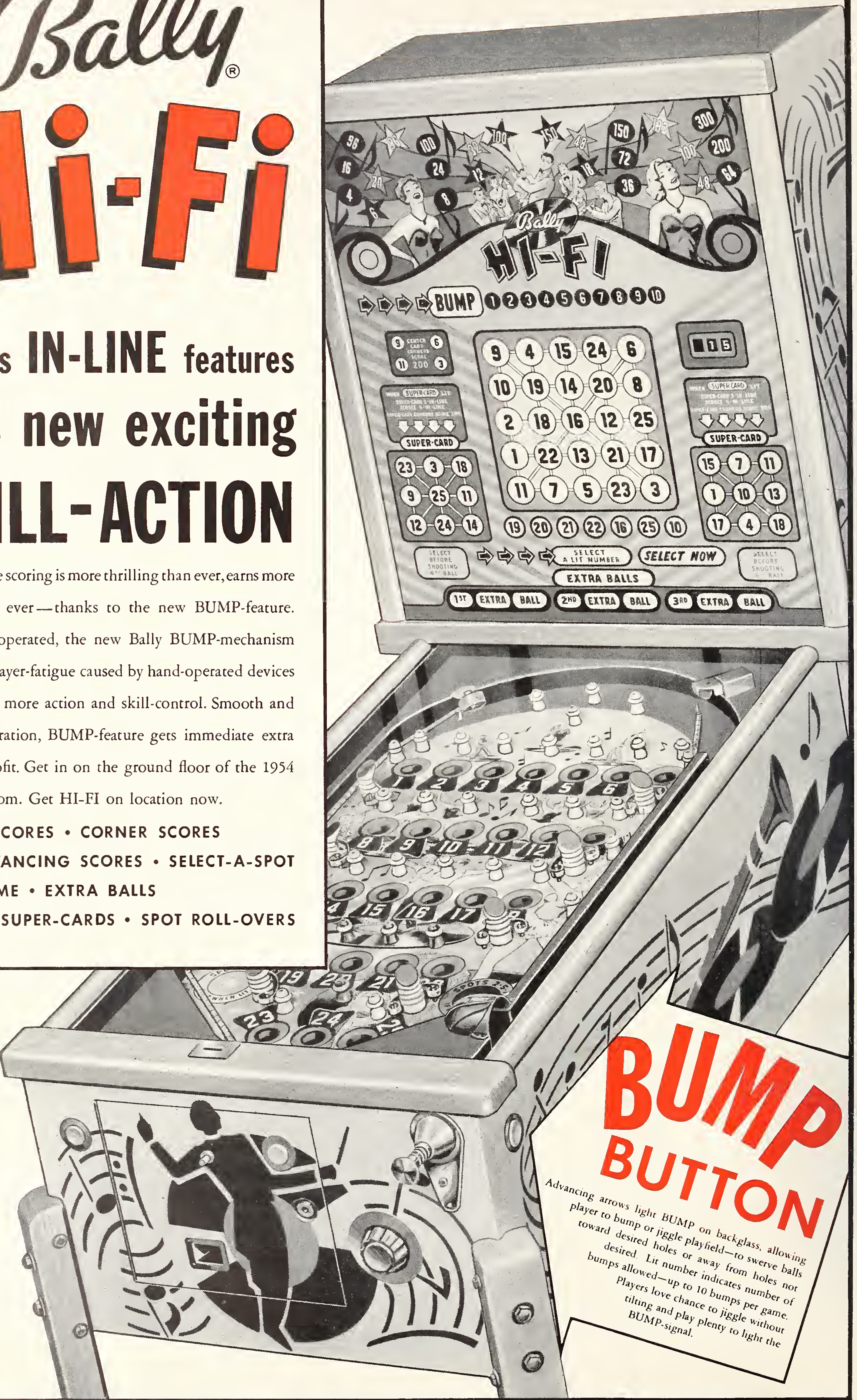
Hi-Fi

famous IN-LINE features plus new exciting SKILL-ACTION

NOW in-line scoring is more thrilling than ever, earns more money than ever—thanks to the new BUMP-feature. Electrically operated, the new Bally BUMP-mechanism eliminates player-fatigue caused by hand-operated devices—and gives more action and skill-control. Smooth and quiet in operation, BUMP-feature gets immediate extra play and profit. Get in on the ground floor of the 1954 BUMPer boom. Get HI-FI on location now.

IN-LINE SCORES • CORNER SCORES
ADVANCING SCORES • SELECT-A-SPOT
EXTRA TIME • EXTRA BALLS
SUPER-CARDS • SPOT ROLL-OVERS


Bally
HI-FI
BUMP
SUPER-CARD
SELECT A LIT NUMBER
SELECT NOW
EXTRA BALLS
1ST EXTRA BALL
2ND EXTRA BALL
3RD EXTRA BALL

BUMP BUTTON

Advancing arrows light BUMP on backglass, allowing player to bump or jiggle playfield—to swerve balls toward desired holes or away from holes not desired. Lit number indicates number of bumps allowed—up to 10 bumps per game. Players love chance to jiggle without tilting and play plenty to light the BUMP-signal.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois